MAY 25, 1942

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

TECHNOLOGY DEPT.

PUBLIC LIBRARY
MAY 25 1942
DETROIT

WHAT'S WHAT AT

WWVA

WHEELING, WEST VA.

50,000 WATTS

that's What!

A FORT INDUSTRY STATION

JOHN BLAIR
REPRESENTS US

JUNE 1st WE GIVE YOU A POPULATION OF 4,860,716 IN A 50,000 WATT 500-MICROVOLT MARKET AREA TEEMING WITH INDUSTRIAL ACTIVITY AND GREATLY ACCELERATED PAY ENVELOPES. THESE FOLKS ARE IN EASTERN OHIO, WESTERN PENNSYLVANIA AND WEST VIRGINIA – – –

the Steel and Coal Belt of the Nation!

Cultivation Makes It Grow

An audience is like a rose. It needs constant attention. During its 21 years of service to Northwestern Ohio and Southern Michigan, WSPD's program department (we do confess it) has cultivated audience. There has been sly design in our rotation of program crops, aimed toward developing maximum audience in one of America's great markets. Yes, an audience is like a rose, as any time buyer will tell you. In full bloom, it's something beautiful to behold.

NBC A FORT INDUSTRY STATION RED

Represented Nationally by KATZ

5,000 WATTS **WSPD** TOLEDO, OHIO

For 21 Years... The Voice of Toledo

THE *Fifth* ESTATE

I'M ADVERTISING

I SELL automobiles; or that is, I did sell automobiles. Right now I couldn't sell Midas a new coupe if he gave me Fort Knox as a down payment.

So I'm advertising.

Yes, I said I'm advertising. I'm advertising because I've got a real story to tell! Planes—tanks—jeeps—every day I'm turning them out now! The Army is depending on me, the Navy is depending on me, and 130,000,000 Americans are depending on me. You think I'm not going to tell them what we're doing?

You think I'm going to keep quiet about my 200 research men who are planning a post-war car better and cheaper than any we've ever built? You think I'm going to erase a name it took 20 years to write on the public's mind?

Not any quicker than I'd cancel my insurance because I'm not dead.

I'm advertising and I've chosen radio because my story is so good it ought to be dramatized. Because more people are listening to radio than ever before in history. Because events are changing and my story has to be told fast. Because every dollar counts and radio offers me more for my money . . . . I'm advertising!

WSM, a part of the great Fifth Estate, is proud that as an industry Radio, like so many other industries, makes this Pledge — "To keep everlastingly at it until Victory and Peace are won!"

Air Castle of the South
W E
50,000 WATTS CLEAR CHANNEL

WSM

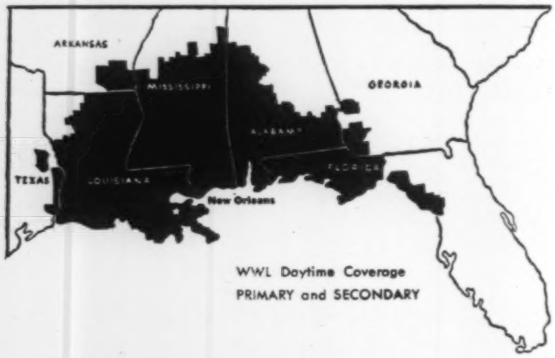
HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Praise from Pasadena

Sales for you right here . . .



You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

It's interesting to know that your Deep South programs over this 50,000-watt, clear-channel station will be heard and appreciated in the depths of the Canadian wilds and by long-distance fans everywhere.

But it's far more important to realize that through WWL you dominate New Orleans and a big slice of the prosperous Deep South.

The greatest selling POWER
in the South's greatest city

CBS Affiliate—Nat'l. Representatives, The Katz Agency, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

VOL. 22 • NO. 21 **MAY 25, 1942**

CONTENTS

Equipment Pool Plan Sent to WPB 7
Advertising Limits in Discussion Stage 7
Probe to Hear Fly in Early June 9
BLUE Offers Daytime Package 10
Foreign Tongue Code Approved 10
Arnold Refers Charges to ASCAP 12
SESAC to Contact Industry for Treasury 12
AAAA Convention Elects Reydel, Chairman 14
Williams Named UP Business Manager 14
Buffalo News Selling WEBR 14
Army Radio Setup Is Rearranged 18
Women's Radio Committee Awards 20
CBS Dedicates New Latin Hookup 22
Shepard Stations Quit NAB 24
Industry Accepts duPont Awards 24
Census of Radio Homes in Maine 28
Esso to Sponsor Army-Navy Game 42
War Time and Rural Listening 46
Air Training Discs Offered 55
Net Sponsors Plan Active Summer 58

DEPARTMENTS

Agencies 48
Agency Appointments 47
Behind the Mike 34
Buyers of Time 36
Classified Advertisements 57
Control Room 56
Editorials 32
FCC Actions 56
Meet the Ladies 45
Merchandising 26
Network Accounts 56
Personal Notes 33
Purely Programs 39
Radio Advertisers 43
Station Accounts 42
Studio Notes 40
We Pay Respects 33
Hix Cartoon 58

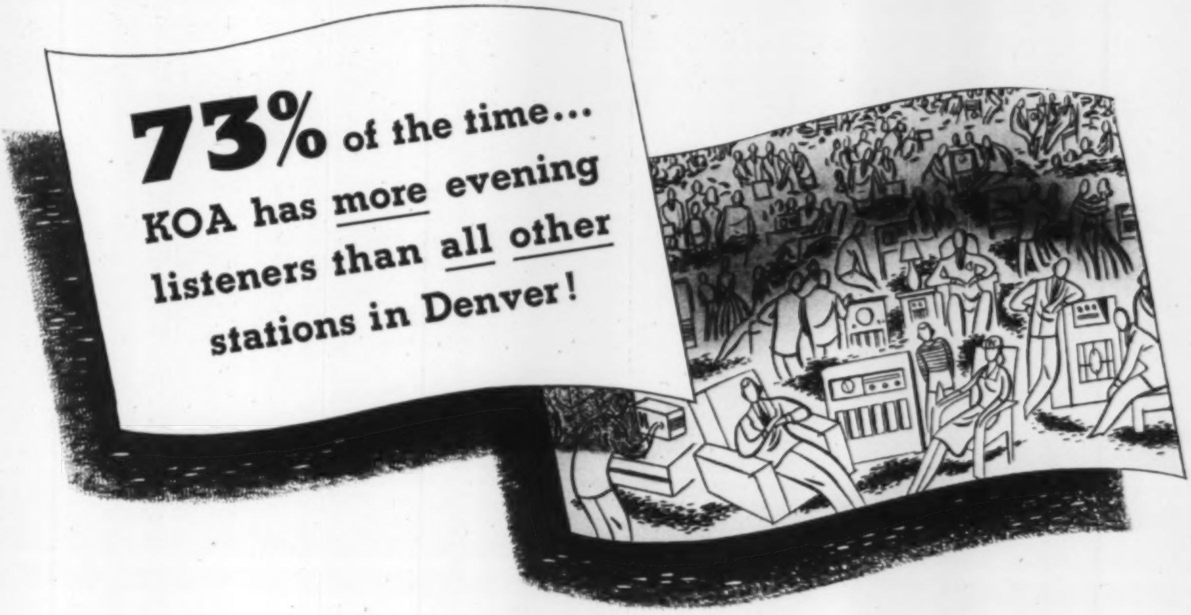
Subscription $5.00 a Year ● Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

ER!.. PSST! WANT TO BUY A RUBBER HOSE?

Buy KFAB instead . . . the greatest "persuader" you ever saw. Just give a gander at the way farm listeners buy KFAB-advertised products. You need KFAB to solve your case in the rich farm markets throughout Nebraska and neighboring states. Call today for priorities on spotlight availibilities.

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB
LINCOLN



73% of the time... KOA has more evening listeners than all other stations in Denver!

That's correct! 73% of the time...KOA has *more* evening listeners than the *four other* stations in Denver (according to a recent Hooper survey covering 55,956 homes in the Denver 5¢ telephone area).

In short, KOA is approximately...

Three times as popular as *all other* Denver stations combined!
Four times as popular as the *second-ranking* station!
Eleven times as popular as the average of the *four other* stations!

Need we translate those facts in terms of *value* to advertisers? Hardly! But, if you'd like to have *all the facts* on KOA's tremendous margin of leadership, we'd be only too happy to oblige. Simply call any NBC Spot Sales Office, or write us direct.

HERE'S THE RECORD—

A survey of the 63 night-time half-hour periods per week (nine each evening from 6 to 10:30 p. m.) reveals the following percentage-wise ranking of the five Denver stations in audience leadership during each period:

KOA	First—73% of the time
Station B	First—only 19% of the time
Station C	First—only 6% of the time
Station D	First—only 2% of the time
Station E	Failed to lead in any period

50,000 WATTS
KOA
850 K.C. DENVER

From Every Vantage Point

KOA is FIRST in DENVER!

Owned and Operated by the National Broadcasting Company . . . Represented Nationally by NBC Spot Sales Offices

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

4 years, Phillips Andover Academy
1 year, University of Wisconsin
2 years, Strom Ball Bearing Mfg. Co.
2 years, Union Trust Co.
5 years, City Nat'l Bank & Trust Co.
3 years, Partner, MacFarlane & Holley
4 years, President, Kalva Venders, Inc.
Free & Peters (Chicago Office) since April 1942

Look who we landed!—

JOHN A. CORY!

"It's an ill wind that blows nobody good." When the WPB clamped down its restrictions on metals, and blew John Cory's company out of business, it also blew a very talented and valuable man into radio advertising. Because for years we'd known about John's real business ability, and we grabbed him fast on the certainty that he would quickly become a very great asset to both you and us.

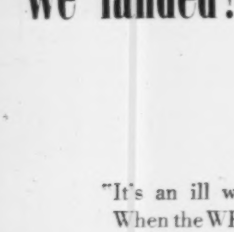
Yes, we really mean "to both you and us". From years of experience in serving agencies and advertisers (plus the fact that many of us were trained on your side of the desk) we know the daily beating that people like you have to take. We know the hours you have to waste with half-educated outsiders. We know the glad relief of finding a representative who understands your own needs from your own angle. And that's why our outfit is composed of business men who were tried and tested even before they came with us.

Radio today is a business and a science—not a promotion. We believe the best way to sell radio is to make available to every conceivable prospect a thorough, honest and accurate *presentation of facts* as they pertain to each particular case. If that's your idea, too, we've certainly got something for you, here in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 — **NEW YORK:** *247 Park Ave.* Plaza 5-4131 — **SAN FRANCISCO:** *111 Sutter* Sutter 4353 — **HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949 — **ATLANTA:** *322 Palmer Bl* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 22, No. 21 WASHINGTON, D. C., MAY 25, 1942 $5.00 A YEAR—15c A COPY

Plan to Pool Equipment Is Sent to WPB

DCB Acts Quickly As Shortage Increases

REDOUBLED efforts to meet radio's most acute problem—maintenance of technical operation in the face of the critical tube and equipment shortage—are under way in Washington.

Faced with possible silencing of some stations because of the serious shortage of tubes, condensers and resistors, the Defense Communications Board, President Roosevelt's advisory board on communications, last Thursday sent to Donald M. Nelson, War Production Board chief, a plan for pooling of all spare broadcast equipment, embracing an allocation procedure. The plan was drafted by the Domestic Broadcasting Committee of DCB and, since WPB controls all critical materials, the whole project was submitted to the WPB authorities.

Deemed Inevitable

In official circles, as well as in industry quarters, some sort of pooling arrangement is regarded as inevitable, if the nation's full quota of stations is to remain on the air. The problem now is being handled by individual priority preference ratings, but this is seen as only a temporary expedient, which cannot take care of industry requirements indefinitely.

The keystone of the DCB plan, which has NAB endorsement in principle except as to administration, is the allocation of sufficient raw materials by WPB, when needed, to permit fabrication of tubes and other replacement and repair parts when the industry-wide inventory reaches a pre-determined level.

Heretofore, no asurances have come from WPB, and more particularly from its Communications Branch headed by Leighton H. Peebles, that such critical materials could be made available at given intervals. The situation changes almost daily, it was pointed out, and no long-range commitments can be made.

In making public the plan, DCB announced in a Sunday release it had recommended that the FCC be delegated authority to administer those portions of the plan calling for centralized administration by the Government.

"Such a plan could operate only with the full cooperation of the broadcasters," the announcement said," and this cooperation is assured by the fact that it originated with the broadcasters themselves and was prepared and submitted to the DCB by the Domestic Broadcasting Committee of the Board."

The announcement said DCB believed the plan should go a long way to relieve the priorities problem now confronting the 900-odd stations in repair and maintenance materials. After pointing out there would be 17 regional districts, each to be administered by an administrator and two assistants, the announcement stated:

"Inventories will be kept in each district and at the FCC in Washington, the former for use within the regional areas, and the latter to be used as the basis of redistribution between districts on direction from the FCC. Regional administrators will operate under general supervision of the FCC, which in turn will be guided by rules, regulations, orders and policies of the War Production Board. Regional administrators will receive no compensation from the Federal Government, but for out-of-pocket expenses for travel and other incidentals connected with the 'pools' they will be reimbursed by the stations within the districts concerned."

Meanwhile steps are being taken by the Communications Branch, the radio section of which is headed by Frank H. McIntosh, former technical supervisor of the Fort Industry stations in Ohio, West Virginia and Georgia, for at least temporary replenishment of inventories of certain types of tubes. WPB officials are being besieged by broadcasters for priorities which will reach these essential parts, unavailable in normal markets.

With broadcast assignments frozen for the duration, except those on which work was begun prior to the DCB-FCC recent freeze orders, the basic problem now is maintenance of operations. Until industry inventories are used up, irrespective of present ownership, it is unlikely that WPB will release any substantial quantities of new materials for such purposes, it was pointed out.

Mandatory Scheme

The DCB plan for conservation and pooling of broadcast equipment is not a voluntary one, in the broadest sense. Actually it is mandatory since any infractions would be punishable by WPB or DCB.

Implied objection to FCC participation in the project, which came from the NAB board of directors at its May 14 meeting in Cleveland, might have some bearing on the final plan which may be evolved. Moreover, there is no assurance that WPB will approve the plan as submitted. WPB has the final say, since the broad powers vested in Director Nelson cover the release of all materials and commodities.

The NAB board, on motion of John J. Gillin Jr., WOW, Omaha, seconded by Paul W. Morency, WTIC, Hartford, resolved to offer its services to create a "distribution pool and to provide the personnel". The thought was that the industry, on a voluntary basis, could collaborate with WPB in evolving the plan and in that fashion eliminate the need for Government direction through the FCC. WPB officials have indicated a preference for voluntary, rather than mandatory action.

Under the conservation-pooling plan [see text on page 8] DCB would issue a directive, having the force of law, requiring all stations to supply detailed inventories of all tubes and other spare equipment on hand. These inventories, for record purposes, would be supplied to the FCC as the voluntary coordinating agency.

Stations in each of the 17 NAB districts, covering the entire country, would elect voluntary boards to administer the pools. On each board would be an administrator (broadcast executive), a technical

---

Proposed Advertising Limits Merely in Discussion Stage

WHILE THE Treasury, in its quest for more and more revenue to meet staggering war costs, is giving consideration to limitation of advertising and exploitation expenditures, there is no immediate plan of imposing such restrictions.

Treasury sources, commenting on published reports that a campaign against "high advertising expenditures" is being outlined, said last week that all possible revenue sources are being studied to meet the need for increased tax income. In this all-inclusive survey the question of limiting advertising expenditures as deductible expense has arisen but nothing concrete yet has been done.

Freezing Plan

The Treasury survey coincides with moves on other Federal fronts looking toward restriction of advertising. Assistant Attorney General Thurman Arnold, while disclaiming any project to limit advertising expenditures, nevertheless has taken the position that it tends toward waste and monopoly. In the Office of Price Administration, the view has been advanced, although discredited by Price Administrator Leon Henderson, that advertising should not be computed as a legitimate cost item in the stabilization of prices.

Reports have been current that the Bureau of Internal Revenue has under consideration a preliminary plan to freeze advertising expenses at present levels. Presumably under such a policy, all advertising expenditures above the mean average of a specified period of years preceding would not be viewed as expense and therefore would not be deductible for tax purposes. This would be the same base projected under the salary limitation plan.

At the Internal Revenue Bureau it was stated that advertising is

(*Continued on page 54*)

man (station chief engineer), and a business man (lawyer, commercial manager or some other station executive), who would serve on a voluntary basis. It would be the function of each district board to keep tab on all available equipment supplies and direct the allocation of equipment to stations in need. The engineering member would regularly inspect station technical operations in the district to insure maximum life of tubes and equipment.

How It Would Work

If a particular district ran low in certain types of equipment, the FCC, presumably through its broadcast engineering section, headed by George P. Adair, would notify a nearby district having an inventory of the required apparatus to transfer a given allotment to the distirct in need. All transactions, of course, would be on a pay basis.

The entire plan, save for the participation of the district boards and the FCC, would be mandatory, in that "a very strict and specific directive would issue from DCB approved by WPB covering the procedure. Thus, any station failing to comply with the requirement that it supply an honest and complete inventory and transfer surplus equipment as directed could be faced with penalties running from fines up to $10,000 or 10 years imprisonment, to deletion. These could be ordered by the DCB, which has broadest possible functions under its executive order, or by WPB.

In effect, the plan as outlined would be the wartime operating law for radio. The FCC, of course, still is the licensing authority, but by virtue of the rigid freeze orders already invoked, its normal regulatory functions have been reduced to a minimum.

Meanwhile, the WPB Radio Branch was working on final details of its broadcast equipment freeze order, pursuant to the April 16 recommendation of the DCB, that there be no future authorizations involving the use of any materials to construct or change transmitting facilities of any standard, television, facsimile, relay or high-frequency stations.

This recommendation, which superseded all previous freeze orders, was designed to result in complete and unequivocal stoppage of new construction. The FCC on April 27 adopted its policy and procedure, which in some quarters was viewed as leaving new loopholes. Since then, however, there have been no authorizations which were viewed as in conflict with the DCB recommendation.

The WPB order, expected sometime this week will foreclose the allocation of any materials for new or modified construction. Projects already under way, however, will not be disturbed, it is understood, if ratings already have been procured. Otherwise, every conceivable type of construction will stop, except in vital cases.

The latest edict affecting radio to come from WPB was an order (M146) issued May 18 freezing quartz crystals. It provides that, except by specific authorization, quartz crystals may be used only for implements of war or for Government agencies; for use as oscillators and filters in radio systems operated by Federal agencies and commercial airlines, and for telephone resonators. This, in effect, freezes all manufacture of crystals for broadcast use, except by specific authorization.

Provision is made for appeal from the far-reaching order, with sufficient flexibility so that stations can procure replacements for crystals which may be damaged. Moreover, practically all stations have spare crystals.

Text of DCB Broadcast Conservation Pooling Plan . . .

[As Recommended May 23 by DCB to WPB]

IN ORDER to obtain maximum life of domestic broadcast equipment, including vacuum tubes, to use fully replacements now in stock, and to require minimum new material which will be allocated by the War Production Board, the following plan is proposed governing the technical maintenance of standard broadcast stations gor the duration of the war:

1. Make a detailed inventory of all the equipment now on hand at all domestic broadcast stations in the continental United States.

2. Establish the requirements for replacement of equipment from stock and from new material by one-year periods.

3. Obtain an allocation of the new material and necessary priorities from the War Production Board to satisfy current and future requirements.

4. Make a detailed check of the technical performance of all domestic broadcast stations to establish that they are operating in a manner to give maximum life of equipment, including the vacuum tubes, consistent with good service and in keeping with the Commission's *Rules and Regulations and the Standards of Good Engineering Practice*. (The regulations and standards should be modified if it can be shown that a worthwhile improvement in the life of equipment will be accomplished.)

5. Divide the United States into "Conservation Districts". These districts will be as large as feasible and to contain as many stations as possible consistent with the requirements of communication and transportation between the stations and the administrator of the district. The districts should contain enough stations that a representative stock supply is available in each district.

6. The DCB will establish a central office in Washington, D. C., and will have control over all districts and the adherence to the plan by stations in the districts, subject, of course, to any final action that may be required by the WPB which is the agency set up by law to handle all priority matters.

7. Each district will be controlled by a civilian administrator and two assistants selected from the stations operating personnel in the respective districts.

8. The administrator of each district with the aid of his assistants, as needed, will check the inventory, administer the distribution and redistribution of equipment, requisition new equipment, and determine that proper and efficient operation of each station in his district is maintained. The administrators will operate under a very strict and specific directive issued by the DCB, with the approval of the WPB.

9. The administrator and assistants in each district will be selected at a conference of all stations in each district. An inspector or other Commission representative would preside until the administrator is elected. At this time the duties of the administrator and his assistants will be clearly set out, as well as the responsibility of the station licensee, in order to operate under the program for conservation of equipment.

10. The inventory in each district and between districts will be used as a basis of a redistribution of equipment as required between stations needing such equipment. The redistribution in a district will be handled by the administrator of that district. The redistribution between districts will be handled through directions from the FCC which will be based on War Production Board rules.

11. Material within a district will remain in its present hands, until such time as it is needed at other stations in the district or in other districts.

12. An inventory will be kept from day to day in each district and at the end of each week it will be cleared with the central office at Washington. All requisitions for additional materials will be sent through the central office.

13. A station will be considered as having the minimum required equipment (except vacuum tubes) when such equipment meets the manufacturers specifications for spare parts. No spare equipment will be taken from a station whose equipment just fulfills the minimum requirements. A station not having the minimum required spare parts will not be supplied spare parts to increase the inventory above that it had on hand January 1, 1942. Any equipment more than the established minimum requirement will be considered in excess the requirements and subject to redi tribution to other stations within th district or to other districts.

Minimum vacuum tube stock wi be considered on the basis of the r quirements for spare tubes set o in the Commission's Standards of Go Engineering Practice or up to 10 per cent spares, depending upon th previous practice at the station. I case a station had on hand on Jan ary 1, 1942, tubes in excess of th requirements set out in the Commi sion's Standards, the minimum fo such such stations shall be conside the inventory as of Jan. 1, 1942, pr vided, however, in no case will min mum requirements be considered mo than 100 per cent spares.

In case a station has some part th is known to be subject to failure i excess of the general expectation a yet the transmitter is operating sati factorily otherwise, this will be tak into consideration in establishing th minimum stock requirements for th station. Records shall be kept of th hours of tube use and the conditi of the other equipment.

14. The original holder of equipme will be paid the then current mark price of such equipment plus deliver charges when material is transferre from one station to another or fro one district to another. The tran actions will be on a C.O.D. or cred basis as determined by the seller.

15. Data on vacuum tube life an operating performance will be obtaine from station records and tube man facturers. When possible vacuum tub will be reactivated. All dead vacuu tubes over 100 w. output rating wi be turned in for the material they co tain. There are several other plans operation that will be studied in co nection with these plans. The admini trator will own or have available a AC or DC voltmeter with range sui able for checking all filament voltag (0-20 and 0-50 v range) with an a curacy of 1% and scale of 5 inche Possibly other equipment will b needed. In any event, no new te equipment will be required as suffici equipment is on hand in the industr

16. The district administrator a his assistants will receive no pay subsistence from the Federal Gover ment. They will be repaid for nec sary out of pocket traveling expens and subsistence when away from th city in which the station at which th are employed is located. These expens shall be prorated between the statio in the district on th basis of the hig est published daytime ¼-hour rate each station. The headquarters of th administrator and assistants will b their present office. It is desired th no new civilian personnel or off space be required for those duties. space be required for these duties.

17. The administrator will be s lected on the basis of known admini trative ability and willingness to this work. One assistant administra will be selected for his technical abil and knowledge of the design and fu tioning of the technical equipment stations. The other assistant admini trator may be selected for his busin or legal knowledge and familiarity w the licensees of his district.

All administrators and assista should be available under present pectancy for the duration of the w Also careful attention must be gi to their availability of time to dev to this work and willingness to d difficult job in a proficient manner. occupational deferments from Select Service will be recommended for t administrator or assistants for t activity.

18. This conservation plan sho be put into operation as soon as proved by the DCB and WPB for t industry and the administrat machinery, as outlined, can be up.

NAB Engineering Group Meets June 1; Applications Sought for Smeby's Post

WITH TECHNICAL worries of all stations increasing daily, the NAB Engineering Executive Committee meets in Washington June 1 for the twofold purpose of surveying the composite technical plight of the industry and of selecting a successor to Lynne C. Smeby, who resigned as NAB technical director last month to join the Signal Corps as a civilian consultant.

While the committee has a list of applicants for Mr. Smeby's post, it nevertheless is interested in additional applications. Qualified engineers interested are urged to contact NAB President Neville Miller.

The whole problem of conservation and pooling of broadcast equipment, and maintenance of peak operation during the war, will be considered by the NAB committee. Members are Paul Loyet, WHO, Des Moines, chairman; E. K. Cohan, technical director of CBS; O. B. Hanson, NBC vice-president in charge of engineering; G. Porter Houston, WCBM, Baltimore.

Probe to Hear Chairman Fly in Early June

Hough, Thacher, Kaye Hit Press Rule; Sholis Attacks Clear Breakdown

WITH FCC Chairman James Lawrence Fly scheduled to appear the following day as principal witness, the House Interstate & Foreign Commerce Committee last Thursday suddenly postponed its hearings on the Sanders bill (HR-5497) until June 3, when it proposes to follow through until the proceedings are concluded.

Chairman Fly was scheduled to testify last Friday on the bill, which he has opposed, and which would reorganize the FCC, tighten up procedural provisions and spell out the precise functions of the Commission on practically all controverted matters.

Chairman Lea (R-Cal.) told BROADCASTING that Mr. Fly had expressed his willingness to appear as scheduled but that the Commission desired to present other witnesses, particularly on technical aspects, and that several days would be required to prepare their testimony. He suggested the Committee might want to hear the Commission's case seriatim, and Chairman Lea agreed to the postponement until June 3.

MBS Will Be Next to Offer Testimony

The FCC itself, however, will not make its appearance on June 3 but will wind up the direct testimony. Instead, MBS, which has requested an opportunity to testify, will appear that day, barring further postponements, with the Commission to follow. Alfred J. McCosker, chairman of the MBS board, Fred Weber, general manager, and Louis G. Caldwell, MBS counsel, will appear for that network, largely to answer the previous testimony of NBC and CBS, dwelling mainly upon the Commission's chain-monopoly regulations, and its purported unauthorized arrogation of power.

In addition to Chairman Fly, who has been under fire before the Committee, Chairman Lea said that Commissioner T. A. M. Craven would be called. Chairman Fly and Commissioner Craven have represented opposing viewpoints on practically all fundamental issues on the FCC, including the network-monopoly regulations and newspaper ownership.

The sudden postponement came after the Committee last Tuesday had heard detailed testimony of representatives of the Newspaper-Radio Committee, who attacked the FCC's newspaper ownership Order (No. 79) but who did not criticize the conduct of the proceedings before the Commission which began last July and are now about to end.

Harold V. Hough, radio head of WBAP-KGKO, Fort Worth, and chairman of the Newspaper-Radio Committee, former Judge Thomas D. Thacher, chief counsel for NRC, and Sydney M. Kaye, associate counsel, contended that while the law to them appeared to be entirely clear on the matter of discrimination between licensees, they nevertheless felt that if any doubt existed about the Commission's authority, it should be made crystal-clear in the law that it cannot divorce newspapers or any other legal class of licensee from station ownership.

Admiral Hooper Not to Testify

The Committee last Thursday heard Victor Sholis, director of the Clear Channel Broadcasting Service, stoutly defend the service of independently-owned clear-channel stations and sharply criticize the FCC's whittling away at clear channels through duplicated operation.

Claiming that some 50 million rural and small-town listeners and some 80% of the country's area depend upon clear-channel stations for night reception, Mr. Sholis asked that the remaining 1-A channels, totaling 23, be kept in the status quo until after the war and that a far-reaching study of the whole question of rural coverage be made before any standards are arrived at on future policy. He said that neither FM nor television will mean much to rural listeners after the war, and that better rural reception will have to come from clear channel stations "at least for any foreseeable future".

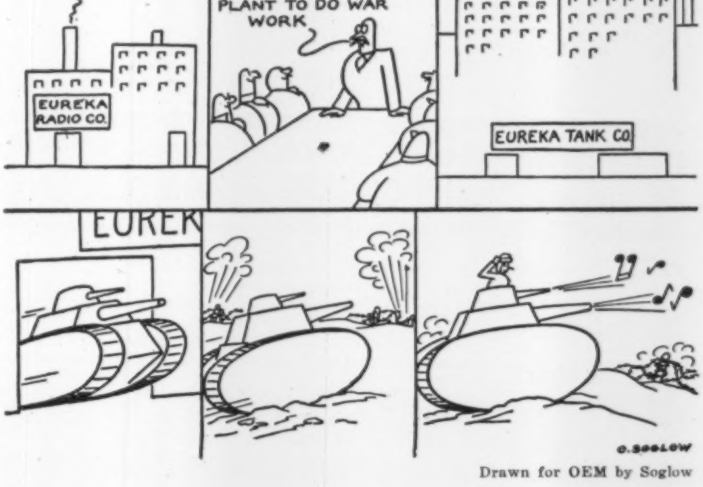
The Committee had expected to hear Rear Admiral S. C. Hooper, pioneer figure in radio regulation, at a hearing scheduled last Wednesday. Critic of the FCC, Admiral Hooper had asked to appear voluntarily, according to Chairman Lea. It later developed, however, that Adm. Hooper would not testify, though no formal reason was given. It was intimated that the Admiral, who had been critical of the FCC's handling of the Western Union-Postal Telegraph merger, had been advised by Navy Department superiors not to testify in connection with the pending House legislation.

Hough Tells of Plans In Newspaper Order

Mr. Hough, as the first newspaper witness, was not critical of the FCC's procedure in its newspaper investigation but did attack the newspaper order which in effect classified newspaper owners in the same category as "aliens and felons". Punctuating his testimony with homespun philosophy, Mr. Hough said he doubted whether some newspaper editors had as much "vote-gathering influence as the local high school football coach". This was his answer to allegations that publisher-owners monopolize public opinion in communities where there is only one newspaper and one radio station.

Judge Thacher, in a detailed legal argument, contended the FCC was unauthorized by statute to discriminate against newspaper-ownership. The FCC denied his plea that the jurisdictional question be decided before the protracted hearings got underway last year. Despite that, he said the manner in which the hearings were conducted was "imminently fair" and that the privilege of cross-examination was as broad as they allowed in any court.

He predicted that if the FCC decided to regulate ownership of stations by newspapers, "we will go through a long journey in the courts."


GENTLEMEN,-WE ARE CONVERTING OUR PLANT TO DO WAR WORK
EUREKA RADIO CO.
EUREKA TANK CO.
EUREK
O. SOGLOW

Drawn for OEM by Soglow

Mr. Kaye, final witness for the Newspaper-Radio Committee, didn't pull his punches in attacking the FCC's practice of placing all applications having to do with newspaper ownership in a suspense file. Some 65 such applications are now tied up, he said, with the result that there is "present injury".

He said that if the Commission has the power to investigate the ownership and business practices of newspaper stations, then it can probe into the operation of all businesses in which owners of stations are interested. These could include forays into merchandising practices of department stores, manufacturing practices of factories, conduct of schools and the content of sermons preached in church, as well as the practices of municipalities owning stations.

Like his colleagues, Mr. Kaye said he felt the present language of the statute with respect to Commission power is abundantly clear but that if Congress feels there is need for spelling out of the FCC's functions, he would like to see a categorical statement that no applicant shall be denied a license under any rule of the Commission because of his status, occupation, religion, race, creed, or calling.

Hough Reviews History Of Proceedings

Appearing as first witness for the Newspaper-Radio Committee, Mr. Hough entertainingly traced the history of the proceedings. He said that newspaper publishers were "pretty much jarred" by Order 79 and that it never had occurred to them that publishers had any different rights than any other citizens. He said the order marked the first time in history that a distinction had been created "about us because of our occupation".

Describing the year-long hearings, not yet concluded, Mr. Hough said they have taken a lot of time and that he personally could have devoted it to more useful purposes. They cost the Government as well as the newspaper-broadcasters a lot of money, he pointed out. Mr. Hough said, however, that the "affair maybe has not been a total waste", pointing out that the proceedings served to clear up one point—the number of newspaper-owned stations. For a long time, he said, there has been "a lot of loose talk about how many broadcasting stations were connected with newspapers". All available records were inaccurate or incomplete, he declared.

The Commission's very first exhibit listed 298 staticns as news-

(Continued on page 50)

New Daytime Rate On Package Basis Is Offered by Blue

Entire 127 - Station Network Is Included in Schedule

BLUE Network is encouraging daytime advertisers to enlarge their hookups by offering a special package price for use of the complete 127-station Blue Network five or six times a week between 9 a.m. to 6 p.m.

The package price, which covers all BLUE stations in the United States, including WSAI but not WLW as the Cincinnati outlet, is based on 52 weeks continuous broadcasting. However, the package may be purchased in 13-week units, with one price for the first 13 weeks, a lesser rate for the second 13 weeks, a still lower rate for the third 13 and the lowest rate for the final 13 weeks.

How It Works Out

The total of the four 13-week units is the same as the 52-week basic rate. Package rates are subject to the regular agency commission but do not allow any of the volume or frequency discounts given when the network is purchased at regular card rates.

While the rate for the complete network is somewhat less than if the stations were purchased individually or in the usual groups, the result is that the advertiser uses more stations than he normally would (few advertisers ever use a full network) and for this increased coverage he spends more than he normally would for his smaller network.

The advertiser benefits, according to the BLUE argument, because he is buying coverage of the country as a whole at a specified rate, without regard for station additions or subtractions, since the price remains the same regardless of changes in network outlets during the term of the contract. Result is the same, the BLUE points out, as when an advertiser buys space in a national magazine with a rising circulation but pays only for the guaranteed minimum.

The package deal is good for affiliate stations, especially the newer and smaller ones, the BLUE states, since it encourages the advertisers to use all the stations on the network, bringing them commercial billings and also the good sponsored programs which will build their audiences and so help them to get local sponsors.

Idea of selling a network as a single national advertising medium and not as a group of individual stations was suggested eight or nine years ago when NBC first revamped its rates from those arbitrarily established in 1927 to new ones based on circulation, it is reported. But the plan was not adopted at that time because of the necessity for working out a scale of rebates for stations which might not be available at the time desired by the sponsors.

Rebate Problem

When a rebate was set for each station, the total equaling the cost of the network, it was realized that the result was a regular rate card in reverse and so the whole idea was dropped. Since then, however, the option time system of network operation has developed so that now the BLUE is able to deliver the whole network to an advertiser when ordered making the idea of a network as a national coverage unit a feasible one.

The group of four daytime serials sponsored by American Home Products and Sterling Products on the BLUE between 11 a.m. and noon are the only programs so far sold under the package plan, the BLUE reports. Plan to date has not been put on the network's rate card but has been offered individually to various advertisers and agencies to determine their reaction to it. However, the BLUE states, the package plan is available to all daytime clients.

Basic Clauses of Foreign Tongue Code Are Approved by Executive Committee

SEVERAL members of the executive committee of the Foreign Language Broadcasters Wartime Control (name chosen for the industry self-regulatory body set up in Cleveland during the NAB Convention) met at WOV, New York, last Thursday with Lee Falk, radio head of the foreign language division of the Office of Facts & Figures, to consult on the code for the guidance of the approximately 200 stations within the United States which broadcast programs in languages other than English.

Code, which follows the plan adopted by the Cleveland meeting [BROADCASTING, May 18], was approved in essence by the committee members present, who also prepared a letter to be mailed with the code to all foreign language stations urging them to accept its provisions.

Identification Steps

Questionnaires to be filled out by all station employes and others concerned with the broadcasting of non-English programs, and instructions for fingerprinting all such personnel, will also be sent to stations.

Arthur Simon, WPEN, Philadelphia, chosen as permanent chairman of the executive committee at the Cleveland meeting, presided at the New York session, which was also attended by Griffith Thompson, WBYN, New York; Joseph Lang, WHOM, Jersey City, and head of the NAB foreign language committee, and Fred Coll, WHOM.

In the absence of a quorum, committee officers could not be elected, but James F. Hopkins, WJBK, Detroit, was nominated as vice-chairman; Mr. Thompson as secretary-treasurer and Mr. Lang as head of the public relations committee. Mr. Coll was named publicity director, to serve on a voluntary basis. Offices for the Foreign Language Broadcasters Wartime Control will shortly be established in the NAB headquarters in Washington.

Formation of the self-regulatory group was precipitated by a discussion at the Cleveland Convention breakfast session on foreign language broadcasting. It was then that comparisons by the broadcasters present on various dastardly tactics being used by Axis-agents in connection with this type of broadcasting caused the gathering to spiritedly demand self regulation. Without further delay the new committee laid plans at a day-long session for the industry organization which is to work in cooperation with the Government, but without any Federal control.

The NAB Gate

THE GATE at the NAB convention in Cleveland May 11-14 didn't eclipse last year's record but it still was imposing. According to Everett E. Revercomb, NAB's auditor, there were 976 registrations in Cleveland, as against 1,019 the preceding year at St. Louis. NAB members registered at Cleveland aggregated 335 of the total membership of 522 stations, or 64.2%. In 1941, there were 372 active member registrations out of 552 members, or 67.4%. In Cleveland there were 85 nonmember stations registered, as against 66 the preceding year.

Bamberger on WNEW

L. BAMBERGER & Co., Newark department store owned by the R. H. Macy interests, which also own WOR, has signed a 52-week contract for six quarter-hours weekly on WNEW, New York, beginning May 25. Programs will be musical, with commercials largely of an institutional nature, according to Victor van der Linde Inc., New York, agency in charge. Store had previously used an early morning half-hour on WNEW to promote its basement cash-and-carry department [BROADCASTING, Sept. 1, 1940].

May Store's Spots

MAY Co., Los Angeles department store, to promote its semi-annual special sale, which starts June 4, for two days prior will use a total of 33 announcements on KFI KECA KHJ KFWB KNX. Firm for the third consecutive year, on May 12 renewed for 52 weeks its five weekly 45-minute recorded musical program, *May Time*, on KFAC, that city. Institutional program is conducted by Lou Marcelle. Agency is Milton Weinberg Adv. Co., Los Angeles.

New York Baseball Is Shared by Macy

Store Joins General Mills in Sponsorship of Home Games

SIGNING with General Mills, Minneapolis, as co-sponsor on WOR, New York, of home games played by the New York Giants and New York Yankees, R. H. Macy & Co., New York department store, on May 21 took special ads in New York newspapers to promote its sponsorship of the Giants-Chicago Cubs game on that day.

Advertising copy was purely institutional, and the account was placed direct. WOR and Macy's are under the same managership, but this is the first time Macy's has used large scale advertising on the station.

An extra attraction for fans listening to the games was added May 22 when WOR started short dugout interviews with the players immediately before the game at 2:50 p.m. Connie Desmond, who assists Mel Allen in the descriptions, is handling the interviews.

Night Plans

The night baseball picture in the New York area will be only partially affected by the new war dimout regulations, it was learned last week from WNEW, New York, which received the contract from General Mills at the beginning of the season to carry the 29 home and away night games of the Giants and Yankees.

WNEW will not be able to schedule the 10 home games of the Giants, but to compensate for the loss, the station will broadcast four night road games of the Yankees, in Cleveland June 19 and 21, in Washington, Aug. 4, and from Philadelphia Aug. 14. This revised schedule will make a total of 19 night baseball broadcasts on WNEW instead of the 29 originally announced.

The night game between the Brooklyn Dodgers and Giants, scheduled for broadcast May 22 on WHN, New York, under sponsorship of P. Lorillard Co., New York, for Old Golds, was cancelled because of the blackout regulations and shifted to 2:55 that afternoon from the Polo Grounds.

Donohue Named

JOSEPH C. DONOHUE, formerly of Wm. Esty & Co., New York, and previously with CBS, has been named radio director of Buchanan & Co., New York, succeeding Paul Munroe, who formerly headed the radio activities of the agency and has now been made account executive of the newly-acquired Bendix Aviation Corp. account.

Purina Dogfood Test

RALSTON PURINA Co., St. Louis (Purina Chow dog food), is testing *Boggs on Dogs*, thice-weekly five-minute transcribed program, on KYW, Philadelphia; WTCN, St. Paul; WHP, Harrisburg; WBBM, Chicago. Agency is Gardner Adv. Co., St. Louis.

"GOSH, YOU'RE LUCKY TO GET A FARMER!"

● THANKS to the economics of War (and Income Taxes!) the farm families of America are now unquestionably becoming *the most prosperous people in the entire world.*

Out here in Iowa, that picture is amazingly intensified. Even back in the 1940 Census, Iowa scored 24 firsts, 10 seconds, and 6 thirds among all the States, in agricultural classifications. Yet in 1941, Iowa's cash farm income rose more than $200,000,000 over 1940 figures—*was the highest total farm income in the Nation.* And as you without doubt already know, 1942 promises a still more spectacular advance.

This year you are unquestionably paying more attention to rural and small-town markets than ever before. In this new set-up, Iowa and WHO offer you the finest opportunity in the entire U.S.A.—a marvelously rich, concentrated market that is *really covered* by one (and only one) great central radio station. Let us send you all the facts —or just ask Free & Peters.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

SESAC to Contact Radio for Treasury

To Handle Station Relations For War Savings Drive

SERVICES of SESAC Inc. to act as liaison between the Treasury War Savings Staff and the broadcasting industry, offered by Paul Heinecke, president of the music licensing group, has been accepted by the Treasury. The offer was recently extended to the Treasury by Leonard Callahan, general counsel for SESAC in a wire which said: "Confirming our conversation SESAC will be very glad to assist the Treasury Dept. in promoting the sale of War Bonds through our Stations Relations staff as a liaison between the broadcasting industry and the War Bond Division of the U. S. Treasury.

An Extra Job

"As you are well aware our station relations staff has had a long background in the station and network operation and enjoy the respect and confidence of radio executives throughout the industry. We are proud to be of service in this vital job of getting money to buy the material to win the war."

According to the Treasury, whenever a SESAC representative calls on a station anywhere in the country he will, in addition to his own work, query station managers about special shows they are doing for the Treasury, the effectiveness of War Bond copy and ways for increased cooperations between the stations and the Treasury. The SESAC representative, it was added, also will gather criticism of Treasury material servicing.

Authorization of SESAC representatives to carry on this work is by letters signed by Vincent Callahan which read: "This letter is your authority to represent me when calling upon radio stations in the interest of solidifying the radio end of the campaign to more than double the monthly quota of money invested in War Savings."

RED PROFESSOR

Tells Employes of NBC What's Doing

TO KEEP NBC employes informed of network "goings-on" the sales promotion department is releasing a weekly promotion piece in the form of a car, on which a redheaded professor is drawn holding up a school slate and pointing to what the Red is doing. Together with salient facts on CAB ratings of NBC shows and increased business, the piece prints a short verse, idea of Peggy Myles of the sales promotion department:

I'm the latest VeePee of NBC,
  Professor 'Red' with a PhD,
A BA - MA - and TNT.
  A parlous wag of high degree!

My job it is to through the rigors,
  Of garnering RED-hot facts and figures,
To get 'em to you while they are hot,
  So stand back, boys, look what I've got!

LIAISON of the Treasury War Savings Staff and representatives of SESAC Inc., following the offer of SESAC to cooperate with the Treasury, was discussed at the Cleveland NAB convention. Seated (l to r) are: Burt Squire, Claude C. J. Culmer, Emile J. Gough, Gus M. Hagenah, all of SESAC; Jerome Flood of the War Savings Staff; Leonard D. Callahan, general counsel for SESAC; Ken Carpenter of the Chicago War Savings Staff, Charles J. Gilchrest, chief of the Radio Section, War Savings Staff; Vincent F. Callahan, director of press and radio, War Savings Staff, Treasury Department, Washington.

Thurman Arnold Asks ASCAP to Reply To Charge of Direct License Pressure

COMPLAINTS received by the Dept. of Justice charging ASCAP with attempting to prevent its members from issuing direct licenses to commercial users of music are cited by Thurman Arnold, assistant attorney general in charge of the anti-trust division, in a letter written to John G. Paine, general manager of ASCAP, May 16. Letter reads:

"Considerable confusion seems to prevail with respect to the right of your members to issue performing licenses under the terms of Section 2, Subsection 1 of the ASCAP consent decree. This confusion is exemplified by numerous complaints received by the Department to the effect that your organization is violating the terms thereof by:

"(1) Threatening disciplinary action against your members for issuing gratuitous licenses to commercial users of music;

"(2) Insisting that the amount charged by your respective members in the issuance of licenses be a substantial amount;

Other Complaints

"(3) Refusing to specify the amount which would be deemed substantial or reasonable by your organization, and

"(4) Notifying commercial users of music that they would be held to a strict account for the performance of music under gratuitous licenses granted by your members.

"The Department deems all of the above activity, if true, violative of the intent and terms of the consent decree. The courtesy of a prompt reply as to the position of ASCAP in this matter will be appreciated."

Last Thursday Mr. Paine told BROADCASTING he had not yet answered the letter and that he would probably try to make an appointment to see Mr. Arnold instead of replying in writing. "It seems evident from his inquiry that Mr. Arnold does not have all of the facts," Mr. Paine stated, adding that he believed an interview with Mr. Arnold would clear up the matter.

The subject of ASCAP's purported unwillingness to permit its members to license the use of their music directly and not through the Society was brought to the attention of the Dept. of Justice by C. O. Langlois, president of Lang-Worth Feature Programs, after his attempts to secure releases from individual ASCAP members for the performance of their musical works as recorded on Lang-Worth library transcriptions by the stations subscribing to this service are said to have been hindered by ASCAP.

In a recent report to Lang-Worth's station subscribers, Mr. Langlois explained the situation as follows:

We have been endeavoring, on your behalf, to obtain clearance at the source for certain current ASCAP music which has been offered to us by composers and their publishers for inclusion in our Library Service. To this end we have entered into written agreements with several ASCAP writers under which you, a Lang-Worth subscriber, have been granted non-exclusive public performance rights to certain ASCAP music. All of these agreements were prepared by counsel and we are advised that they are consistent with the letter and spirit of the Consent Decree under which ASCAP is operating.

Our May shipment to you contains All Those Wonderful Years, A Robin Sings, and Don't Cry Sweetheart. These selections were recorded by us at the request of the ASCAP writers and following releases both to you and us, of which copies were forwarded to ASCAP.

ASCAP, however, has seen fit to interfere with these arrangements and has elected to make their own interpretation of the clear and unmistakable language of the consent decree. Upon receipt of the respective notices, ASCAP wrote each of its members, advising them that they were violating their "obligations to the Society".

The final summation paragraph of Mr. Paine's letter, dated April 23, to Russ Morgan, an ASCAP member, contains the following wording:

"I repeat that the Society does not and will not recognize your purported license to Lang-Worth Feature Programs Inc. or to its subscribers or customers, and that the Society will hold you and said Lang-Worth Feature Programs Inc. and any of its subscribers or customers purporting to take advantage of said license, to a strict accountability."

It is apparent, from the correspondence and from the several conversations I have had with Mr. John Paine and the authors and publishers in question, that ASCAP is doing everything in its power to make it difficult, if not impossible, for their composer members to release their music directly for public performance under the consent decree.

We are advised that the Dept. of Justice considers such interference by ASCAP as contrary to the interpretations of the Consent Decree. It seems to us that the very purpose of the consent decree is involved and that all the benefits to you therefrom are at stake. If ASCAP finds a loophole to defeat Clearance at the Source in this instance, they certainly will be encouraged to find other and more important loopholes in the same decree.

We are determined to follow this controversy through to a conclusion. However, as we all know, the wheels of justice turns slowly. Therefore, concerning the three selections involved we advise: If you have an ASCAP license, you may broadcast under that license. If you do not have an ASCAP license, then prudence suggests that you do *not* broadcast them until you hear further from us.

We are presently in touch with the Dept. of Justice and will shortly have a definite, and I sincerely believe *favorable*, decision on this matter.

N. Y. RADIO OFFICE IS OPENED BY NAVY

PLANS to establish a Branch Radio Section of Navy Public Relations in New York on May 25 were announced last week by Rear Admiral A. J. Hepburn, USN (Ret.) director of the Office of Public Relations, Navy Department.

At the Navy it was said the purpose of the new branch is to service more conveniently the network broadcasting companies and the advertising agencies placing network programs. It was said the new branch will eliminate a great deal of time-consuming correspondence between networks and advertisers in New York and the Navy Department in Washington. "Wholehearted" cooperation on the part of advertisers and broadcasters in setting up Navy programs, the Navy reported, inspired the more convenient arrangement.

The office will be known as the Branch Radio Section, Office of Navy Public Relations, and will be located in Room 1904, 580 Fifth Ave. Telephone is Bryant 9-1710.

Officers in charge will be Lt. Morgan S. A. Reichner and Ensign Armand Deutsch.

With opening of the new radio branch, Capt. Leland P. Lovette, assistant director, Office of Public Relations, and J. Harrison Hartley, chief of the Navy Radio Section, will meet with representatives of the networks and advertising agencies in the Hotel Waldorf-Astoria Monday afternoon. It was said the Navy plan of cooperation through the new branch will be outlined.

THREE applicants for new local stations which had been scheduled for joint hearing this week—Broadcasters Inc., San Jose, Cal.; San Jose Broadcasting Co., San Jose; Luther E. Gibson, Vallejo, Cal.—were granted petitions for dismissal of thier applications by the FCC last Tuesday.

Promotion Chiefs At CBS Meeting

Coordinated Activity Forms Basis of Discussions

SEVEN sales promotion managers of CBS owned and operated stations held a three-day meeting last week in New York, instead of Chicago as originally scheduled, to discuss their individual problems as well as coordinated sales promotion activities with Dr. Frank Stanton, CBS director of research, and George R. Dunham, supervisor of promotion for owned and operated stations.

Meeting at the Hotel Ambassador May 20-22, the group included, in addition to Dr. Stanton and Mr. Dunham, Jules Dundes, WABC, New York; King Park, WBBM, Washington; Sam H. Kaufman, WCCO, Minneapolis; Tom Mooney, KMOX, St. Louis; David S. Garland, WEEI, Boston, and George L. Moskovics, director of sales promotion of the CBS Pacific Network.

With Dr. Stanton leading the May 20 discussion, the morning session was devoted to the stations' individual research problems. Charles Smith of the CBS research department assisted in the discussion, after which the group was entertained at the University Club at a luncheon given by Mefford R. Runyon, CBS vice-president.

Additional guests included Merle S. Jones, general manager of KMOX; Howard Meighan, eastern sales manager of Radio Sales; D. W. Thornburgh, vice-president in charge of the CBS Pacific Network; John Andrews, newly-appointed assistant to Mr. Dunham, and Fred Mahlsted of Radio Sales.

Mr. Mahlsted, at the afternoon session, outlined the use of promotion by individual stations' sales departments, and a talk on the preparation of presentations by Louis Hausman, head of the presentation division of the CBS sales promotion department, concluded the meeting.

The Thursday meetings were devoted to discussions of copy and media, as well as copy in wartime, campaigns, source material and production followed by a luncheon at the Hotel New Weston, attended by the sales promotion managers, Mr. Dunham and three members of the radio sales department, the Misses Thora McLeary, Mac Masterman, and Mary Valvo with whom the group discussed the organization and flow of sales promotion material through the radio sales department.

ATTENDING 'CLINIC' for sales promotion managers of all CBS owned and operated stations held in New York last week were (l to r): John Andrews, assistant to George Dunham, supervisor of sales promotion of the owned and operated stations; John Heiney, WJSV; Jules Dundes, WABC; Sam Kaufman, WCCO; Mr. Dunham; Charles Smith, the CBS Research Dept.; Dr. Frank Stanton, director of research and acting director of sales promotion; King Park, WBBM; George Moskovics, sales promotion manager of CBS Pacific Network; David S. Garland, WEEI.

Time to Shift

TIME Inc., New York, last week announced its decision to shift the *March of Time* program from the BLUE when its contract expires June 5, to NBC, effective July 9. With a month leeway, no decision has been announced as to a possible change in format of the series, nor have the total number of NBC stations been set. When the program starts on NBC, it will be heard Thursdays, 10:30-11 p.m. Agency is Young and Rubicam, New York.

New York Stations Off Quickly As Army Issues a 'Blue' Alarm

Metropolis Has First Silencing Order; Public Alarmed by Dead Air; Rebates Planned

BROADCAST stations in and around New York City were silent for about 20 minutes last Tuesday morning in response to a "blue" alarm signal sent out at 11:06 a.m. by order of Maj. Gen. Follett Bradley, commanding officer of the First Interceptor Command.

Acting promptly in their first actual silencing since the outbreak of the war, the stations' performance was described as "damn well on the whole" by an officer on the Interceptor Command staff, who expressed the "purely personal" opinion that while there were some minor slipups and confusion, in the main the broadcasters showed "reasonable goodwill and reasonable understanding" in their compliance with the Army orders.

Instructions Issued

Officially, the only statement made about the alarm was the following announcement issued by the Eastern Defense Command and First Army Headquarters: "A practice alert was held today, Tuesday, starting at 11:06 a.m. All radio stations were off the air at 11:17 a.m. and the alert was called off at 11:25 a.m. The blue warning was issued by the First Interceptor Command."

The "blue" warning is the second in a series of four signals used in connection with air raids. First is the "yellow", warning that distant enemy planes are approaching. The "blue" signifies a closer approach. The "red" alarm, third signal in the series, means that the enemy planes will be overhead at any moment and the final "white" is the all-clear, indicating that the raid is over.

Upon receipt of the "blue" alarm at the "key" stations, "blue" records kept at the transmitter house master control rooms are immediately placed on the air, broadcasting the following message:

"Attention please. All radio broadcasting stations monitoring this key station are instructed to sign off immediately by order of the First Interceptor Command, New York."

"Listeners keep your radio sets turned on and tuned to this station for further announcements. We are now signing off by order of the First Interceptor Command, New York."

Other stations in the area, which are assigned to one of the key stations to which they keep a receiver permanently tuned, immediately cut their programs and broadcast a record of the final section of that broadcast by the key stations, then signing off. Purpose of removing stations from the air is to prevent enemy aircraft from using their signals as "radio beams". Announcements were recorded to insure uniformity in the messages and to prevent the spreading of panic or confusion by a shocked or frightened announcer.

While the "blue" alarm is not intended for the general public, many New York housewives were disturbed by the interruption of their morning radio fare and rushed to their phones to call the broadcasting stations, completely swamping the switchboards in several cases, it was reported.

While the network outlets in New York, frequently the originating station for the programs then being broadcast across the country, were off the air for the 20-minute period, the rest of the country was unaffected, the programs continuing to go out to the networks as usual.

Queried as to how the daytime serials blacked out for New York listeners would be adjusted on the following day to get them back in step with listeners in other parts of the land who had heard the Tuesday broadcast, the networks reported that on Wednesday the regular program went out to the entire network as usual, with no special provision for New York listeners beyond the normal opening synopsis aired each day to bring the whole audience up to date on the progress of the drama.

Queried by BROADCASTING as to how the forced cancellations of commercial programs would be handled, a number of representative broadcasters all reported that advertisers would receive rebates or make-up periods for the time lost, just as if the failure had been due to a mishap at the station and not a "war loss".

Details of the test alert and of the cause of the delayed response of the station which did not sign off until 11 minutes after the alarm was first issued were not forthcoming, Army officials remaining silent except for the brief statement.

WGL'S BLACKOUT ROLE

Station Facilities Used To Direct Test

EMPLOYING both its mobile transmitter and its main studios, WGL, Fort Wayne, on May 24 joined with local civilian defense authorities in conducting one of the most extensive blackouts yet held in that city.

Promptly at 10 p.m. Mayor Harry W. Baals gave the official order for the blackout from the WOWO-WGL studios immediately followed by Frederick Moore, WGL announcer, with detailed instructions for blackout procedure to citizens in the affected area.

Broadcast was then shifted to the mobile transmitter cruising the darkened streets where Fire Chief Carter Bowser, commander of the Fort Wayne Civilian Defense Control Center, aided by Carl Vandagrift, production director of WGL, broadcast direct personal instructions as to the locality of lighted homes, stores, signs, etc., as well as other necessary orders. For the balance of the program the broadcast was alternated between the mobile unit and the studios for reports.

Reydel Is Elected Chairman AAAA At Skytop Meeting

Closed Session Devoted to War and Agency Problems

WILLIAM REYDEL, partner and radio director of Newell-Emmett Co., New York, was elected chairman of the board of the American Assn. of Advertising Agencies for the coming year at the association's 25th annual meeting, held last Monday and Tuesday at Skytop Lodge, Skytop, Pa.

For the first time in years, the convention was closed to all but agency members, with no advertisers, media and other guests. It was also a "speechless meeting," the full two days being devoted to discussions of problems of copy, media and agency operation arising from the war and how advertising can best aid the Government war effort.

Other Officers

Other officers elected for one-year terms include: Thomas D'A. Brophy, president, Kenyon & Eckhardt, New York, vice-president; J. J. Hartigan, vice-president, Campbell-Ewald Co., Detroit, secretary; E. DeWitt Hill, vice-president, McCann-Erickson, New York, treasurer. President John Benson continues in office, having been elected for a four-year term in 1940. Frederic R. Gamble continues as managing director.

Members-at-large elected for three-year terms are: Richard Compton, president, Compton Advertising, New York; Chester J. LaRoche, chairman of the board, Young & Rubicam, New York; Guy C. Smith, executive vice-president, Brooke, Smith, French & Dorrance, Detroit. Henry M. Stevens, vice-president, J. Walter Thompson Co., New York, was elected a member-at-large for two years, filling the unexpired term of Mr. Reydel, and John F. Whedon, executive vice-president, Lord & Thomas, Chicago, was elected member-at-large for one year to fill the unexpired term of Edward Lasker, now on active duty as a Lieutenant Commander in the Navy.

Continuing members-at-large are: Ernest V. Alley, partner, Alley & Richards Co., Boston, and A. L. Billingsley, president, Fuller & Smith & Ross, Cleveland (terms expire 1943); Leo Burnett, president, Leo Burnett Co., Chicago, and Atherton W. Hobler, president, Benton & Bowles, New York (terms expire 1944).

Members representing councils, elected for one year, include: H. D. Williams, vice-president, Erwin, Wasey & Co., New York (New York Council); Harold Cabot, president, Harold Cabot & Co., Boston (New England Council); M. E. Goldman, partner, Aitkin-Kynett Co., Philadelphia (Atlantic Council); R. J. Scott, partner, Schwimmer & Scott, Chicago (Central Council); Dan B. Miner, president, Dan B. Miner Co., Los Angeles (Pacific Council).

BENTON ACQUIRES ALL AMP COMMON

Mr. Benton

WILLIAM B. BENTON, co-founder and former partner in the New York advertising agency, Benton & Bowles, and since his retirement from the advertising business several years ago, assistant to the president of the U of Chicago, has separated all of the common stock of Associated Music Publishers Inc., publishing and transcription company, it was announced last Thursday.

AMP holds all of the common stock of Muzak Corp., which supplies music by wire to restaurants, hotels, apartments, etc., Muzak Transcriptions Inc. and Wired Radio Inc. Clinton M. Finney, president of AMP and its affiliated companies and actively in charge of all of their operations, in making the announcement also stated that AMP has disposed of all of its interests in Transamerican Broadcasting & Television Corp. Waddell Catchings, chairman of the board of AMP and its subsidiaries, will henceforth devote all of his time to Transamerican B & T, Mr. Finey stated.

Preferred stock in the AMP group is held by North American Co. and by Warner Bros. Mr. Benton is currently a director of AMP, but holds no other office with the companies. An adjourned annual meeting of the organization will probably be concluded in the near future.

Raleigh Band Series

BROWN & WILLIAMSON Tobacco Corp., Louisville (Raleighs), on June 16 starts Tommy Dorsey's Orchestra as a 13-week summer replacement for *Red Skelton* on 118 NBC stations, Tuesdays, 10:30-11 p.m. Program will also feature each week, (1) a serviceman selected by his camp as the most talented performer, musical or otherwise, who will be awarded a $100 war bond, and expenses to and from point of origin of the broadcast; (2) a special request number dedicated to some one in the service designated by a listener in the best letter explaining why that number should be played, with a $50 war bond giveaway for both serviceman and listener; (3) "an honor spot" in which Tommy Dorsey plays a trombone solo in honor of an outstanding war personality. Russel M. Seeds Co., Chicago, is agency.

Warner Film Spots

TO PROMOTE "Yankee Doodle Dandy," a film based on the life of George Cohan, and opening May 29, at the Hollywood Theater, New York. Warner Bros. Pictures Inc., New York, is currently running a spot announcement campaign on five New York stations for an indefinite period. One-minute transcriptions are used from three to 22 times weekly on WOR WABC WEAF WHN WQXR. Cohan's popular tunes are combined with spoken commercials in the announcement. Campaign started May 23. Blaine-Thompson Co., New York, is agency.

'Digest' Returns

UNDERSTOOD to be a test prior to network advertising, *Reader's Digest*, Pleasantville, N. Y., on May 24 tried out a onetime sponsorship of the regular 8:55-9 p.m. news period by Elmer Davis on WABC, CBS key outlet in New York. The news commentary is heard sustaining on the full CBS network as well. If the test is successful, it is expected the *Digest* will sponsor Davis on the network, although no decision will be reached until later this week. BBDO, New York is agency.

Buffalo News Sells WEBR; WBEN Kept

Courier-Express, Fitzpatrick Seek Authority to Purchase

APPLICATION was filed last week by the *Buffalo Evening News* for FCC authority to sell its BLUE outlet, WEBR, to the *Buffalo Courier-Express* and Paul E. Fitzpatrick for approximately $166,000, which includes cash assets of about $78,000 and accounts receivable of more than $18,000, plus real estate valued at $47,000.

WEBR operates with 250 watts on 1340 kc. The newspaper stated in its application that authority to sell its stock is requested so that it may comply with FCC Order No. 84, which frowns upon control of two radio stations by the same interest in the same territory. The newspaper also owns WBEN, NBC outlet, which it proposes to retain.

Although the order has been suspended temporarily, the *Buffalo Evening News* took the attitude that "if the radio regulatory body feels that ownership of a second station is not desirable in the public interest, it wishes to carry out Commission policy."

The *Courier-Express* would acquire 75% in WEBR Inc. for approximately $124,500 and Mr. Fitzpatrick would buy the remaining 25% for $41,500. Mr. Fitzpatrick is a former Democratic chairman of Erie County. His father for many years was an outstanding Democratic leader in the Empire State. It is understood that if the application is approved he will become president of the company.

The *Buffalo Evening News* acquired WEBR in 1936. Since then it has made numerous technical and program improvements, installing a new antenna, improving the studio setup and bringing the BLUE into Buffalo for the first time. President of the licensee company is Edward H. Butler, editor and publisher of the *Buffalo Evening News*, with Alfred H. Kirchhofer as vice-president in charge of operations. The station director is R. Robert Thompson and William Doerr Jr. is commercial manager.

With the cash assets and accounts receivable going into the purchase deal, it is estimated that the actual cost of the station to the prospective buyers taking into account the liabilities amounting to about $10,000, would be about $80,000.

Williams Is Named UP Business Head

Assumes Position as Randa Leaves Due to Illness

Mr. Williams

EDWIN MOSS WILLIAMS, vice-president of United Press, has been appointed general business manager of UP succeeding Clem J. Randau, who has resigned as vice-president in charge of the business department because of illness, according to Hugh Baillie, UP president.

Active in the news and business departments of UP since 1927 when he joined the New York bureau as a reporter, Mr. Williams was largely responsible for establishment of UP's special news service for radio stations.

A graduate of the U of Missouri School of Journalism, of which his father, the late Walter Williams, was dean, he published newspapers in Mississippi and Texas, worked in the editorial department of the *Japan Advertiser* in Tokyo and served as secretary of the world press conference at Geneva, Switzerland, prior to joining UP.

After a year with the news service, he was transferred from the New York staff to Kansas City, after which he traveled extensively in the Southwest for the next three years as a business representative. In 1931, he became manager of UP's southern division with headquarters in Atlanta. Four years later he was called to New York to become sales manager, and was made a vice-president in 1938. He has traveled extensively in the United States and abroad and has an unusually wide acquaintance among newspaper publishers and radio executives.

In addition to his position with UP, Mr. Williams is a director of British United Press, which operates in Canada, Great Britain and Australia. He was born in Columbia, Mo., Sept. 12, 1903. He is married and has one son, Edwin Moss, Jr.

Mr. Randau has announced no permanent plans following his resignation from UP, except that he expects to spend the summer on a ranch in the West with his family. His career with UP began in 1919 when he joined the San Francisco staff as a reporter. The following year he transferred to Los Angeles as bureau manager and later to New York as business representative in the Eastern division. He was appointed sales manager in 1928 and became general business manager in 1932.

HENRY GLADSTONE, announcer of WHN, New York, has completed a talk strip for Columbia Pictures, New York, and has done a series of transcriptions at World Broadcasting System, New York, for Plough Inc., Memphis.

Men At Work

—*In The Rich Tennessee Valley!*

DEFENSE PLANT, in the rich Tennessee Valley, where thousands of men and machines are at work in industry, converting man hours and materials into war production and dollars . . . dollars that will be spent in "The Valley", too.

Get your share of this business over WLAC, the station of the Great Tennessee Valley.

NASHVILLE **WLAC** TENNESSEE

COLUMBIA'S
NASHVILLE OUTLET
U. P. NEWS

Going soon to **50,000 WATTS**

J. T. WARD, OWNER ★ F. C. SOWELL, MANAGER ★ PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES

Youthbuilders Honors 'This Is War' Program

SELECTED by an almost unanimous vote as the radio program doing most "to help children understand their responsibilities in a democracy", *This Is War*, the Government program heard recently for 13 weeks on the four networks, won the annual radio award given by Youthbuilders Inc., New York, at its Forum Award Rally May 23 in Town Hall.

In presenting the scroll of honor to Norman Corwin, director of the series, a representative of the organization, Jerry Gregoris, stated that the program was chosen "because it showed us what we are fighting for, and how to fight . . . it united the greatest talents in radio . . . and was exciting and different every week. We don't see why it was taken off the air, for we consider it not only the program of the year, but the program of all time."

Transcription Industry Vinylite Supply In June May Equal WPB May Allotment

ALTHOUGH the exact availability of critical Vinylite for use by the transcription industry during June is not yet known, it was indicated at the War Production Board last week that there would probably be no change from the May supply.

Outlook for the phonograph record industry was not as bright. It is definite that phonograph record makers will have their supply reduced but no indication of the extent of reduction was given.

This week, the WPB will draw up the allocation supply for industrial needs. This is the practice of the WPB in allocation matters. Toward the end of each month it studies the demands of the military carefully, as well as the needs of non-military industries. Then with a complete picture of military needs, non-military needs are rationed.

The transcription problem which may arise as military demands for Vinylite increase was recognized at the NAB convention in Cleveland. At an informal meeting, largely attended by transcription representatives, Neville Miller was designated to represent their needs to the WPB in the hope of removing the uncertainty arising from the amendment issued April 29 [BROADCASTING, May 4].

In view of the drastic reduction of phonograph records as a result of the shellac curtailment [BROADCASTING, April 20], the importance of transcriptions was emphasized, especially with relation to the small non-network stations. The general transcription needs of the broadcast industry were considered and the importance of transcriptions in spot advertising was pointed out.

Since returning to Washington, NAB representatives have been assembling a clear picture of the industry's essential needs with a view to presenting them to the WPB. As yet the study has not been completed.

The month-to-month supply practice employed by the WPB does not allow for long-range planning but WPB officials pointed out this is the only system possible where a critical material is affected by uncertain wartime needs.

POWER OF THE AIR SHOWN BY SURVEY

RADIO is the best medium to reach the millions of potential new customers among the lower and middle economic groups, according to a study of "new directions in wartime advertising", released last week by the BLUE Network. With charts on literacy and reading habits of this group, receiving increased income in 1942, the study points out that radio, besides its ability to reach all the American public, creates goodwill through entertainment, and speaks personally to listeners.

Characterizing radio as "best for the long haul", the BLUE asserts that radio will not only protect markets, insure brand acceptance and maintain goodwill but also "reach an income group still unsold on 'business' but representing an ever-increasing volume of buying power."

The presentation stresses how businessmen of today have an unprecedented opportunity to win public confidence and support through advertising—with radio as the ideal medium in wartime. It concludes with a summary of the advantages of using the BLUE for "business insurance".

CLARKE SEEKING CONTROL OF WHIP

ACQUISITION of control of WHIP, Hammond, Ind., by John W. Clarke, now a minority stockholder, is proposed in an application pending before the FCC, filed jointly by Dr. George F. Courrier, present holder of 51% of the stock, and by Mr. Clarke.

The application revealed that Mr. Clarke on May 5 had purchased from Marshall Field, Chicago merchant and publisher, 520 shares of stock in WHIP at $5 a share, representing 30%. Together with his own stock, Mr. Clarke thus acquired 41% of the station. The new application requests transfer of 200 shares or 10% of the stock from Dr. Courrier to Mr. Clarke, which would give the latter 51%, or control.

The application also revealed that Mr. Clarke has acquired an option to purchase the balance of Dr. Courrier's stock—820 shares—at $50 a share, as against the par value of $100 per share.

Mr. Field last January purchased the 30% interest for $50,000, while Mr. Clarke had paid $25,000 for his 15% interest [BROADCASTING, May 11].

"Any new form of presenting music is welcome."

"A boon to the smaller stations."

"A very welcome addition to our program department."

"We are very optimistic regarding the possibilities."

"You have a splendid venture in this program service."

"Should be easy to sell."

"Will fill a definite need in stations such as ours."

"Our salesmen are excited."

"Congratulations on your new service."

"A real help to all of us."

"Our reaction is enthusiastic."

"This service should be of inestimable value."

"At last the independent gets a break."

"The smartest thing that's been done in years."

"We have scheduled the first one already."

"We want the service — and how!"

Is Our Face Red!

YES, we are actually blushing. By letter and by wire the broadcasters from coast to coast have acclaimed the ASCAP Radio Program Service.

You have made us very happy, and the many nice things you have said about the scripts and the presentation book have encouraged us to expand this service to broadcasters. More about that anon.

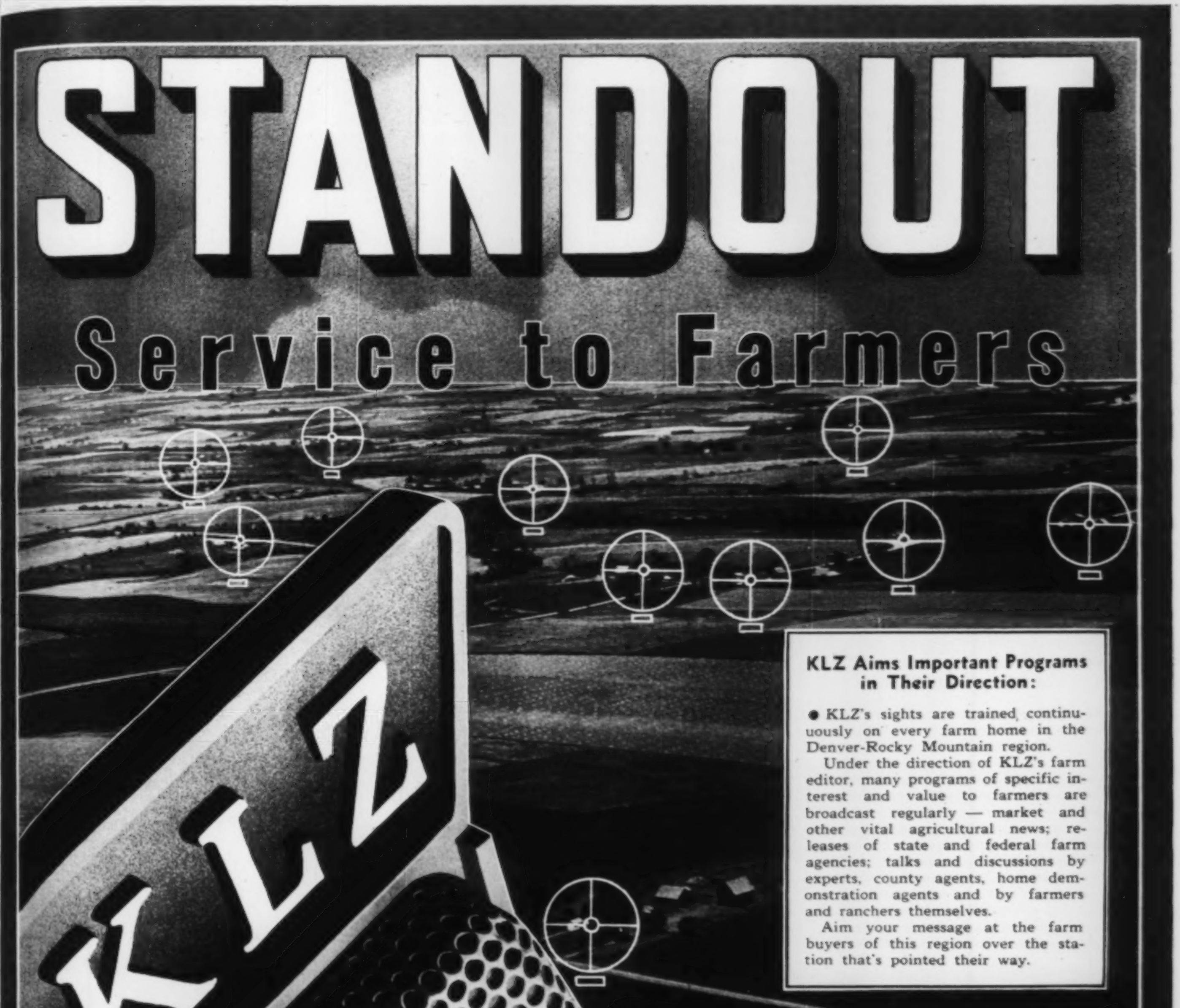
The first 13-weeks' scripts have been mailed to the scores of stations requesting them. ASCAP-licensed stations which have not yet applied for this free service, are urged to wire or write, immediately, so that they may join the host of broadcasters who are changing *music costs* into *music profits.*

ASCAP RADIO PROGRAM SERVICE

30 Rockefeller Plaza, New York City

STANDOUT

Service to Farmers



KLZ Aims Important Programs in Their Direction:

● KLZ's sights are trained continuously on every farm home in the Denver-Rocky Mountain region.

Under the direction of KLZ's farm editor, many programs of specific interest and value to farmers are broadcast regularly — market and other vital agricultural news; releases of state and federal farm agencies; talks and discussions by experts, county agents, home demonstration agents and by farmers and ranchers themselves.

Aim your message at the farm buyers of this region over the station that's pointed their way.

KLZ Denver

5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY & REPRESENTED BY THE KATZ AGENCY, INC

Setup of Army Radio Branch Is Rearranged by Col. Kirby

Over 2,400 Applications on File for Jobs but There Aren't Any More Openings, He Asserts

REALIGNMENT of the personnel of the Radio Branch, Bureau of Public Relations, of the Army, to clearly delineate functions was effected last Wednesday by Lt. Col. Edward M. Kirby, former public relations director of the NAB and chief of the branch.

The reassignment of staff duties and procedures affects 29 employes in Washington headquarters and 7 attached to New York and Los Angeles.

Opening of a New York office with Robert C. Coleson in charge was the principal change. Mr Coleson has been producing *The Army Hour* on NBC and will continue that function along with other executive duties in New York. Offices have been established at 521 Fifth Ave., in the Public Relations Branch.

Personnel appointments for the radio branch have been completed, Col. Kirby pointed out. There are approximately 2,400 applications on file for positions in the branch, with no jobs to be filled.

New Procedure

With the realignment, designed to relieve Col. Kirby and other top members of his staff of detail, the radio branch requested that telephone calls and other contacts be made to the branch itself, rather than to an individual. The mission of the caller should be stated so that the inquiry can be directed to the party assigned to the particular function. Calls to Washington should be made to Republic 6700, Extensions 3887, 4787, or 4788. The New York telephone is Murray Hill 2-2870.

The whole plan is designed to expedite handling of inquiries and program clearances, with each desk backstopped. In that fashion, there will be a minimum of delay in handling the steadily increasing volume of work.

Mr. Coleson's function as administrative executive in Washington has been taken over by Brooks Watson, former assistant manager of WMBD, Peoria. Mr. Coleson, prior to joining the radio branch last year, was a West Coast producer and had been radio director of the San Francisco Fair. In his new post, Mr. Watson also will be *Army Hour* coordinator in Washington.

Lt. Al Wharfield, formerly of C. E. Hooper, Inc., is designated as assistant to the administrative executive and is placed in charge of shortwave programming, which includes such programs as *Command Performance* and other features earmarked for the expeditionary forces. He also is in charge of the continuing research on listening habits.

A new function under the realignment is the program placement desk, to handle program clearances and commitments. Jack Harris, formerly of WSM, Nashville, in charge of special events of the radio branch; Mr. Watson, and Jack Joy, program and music director, are assigned to this desk.

Mr. Harris continues as director of news and special events, with Bill Bailey, formerly of WLW, Cincinnati, as news editor, and Lewie V. Gilpin, former staff member of BROADCASTING, as writer.

Director of editorial supervision and educational liason is Maj. Harold W. Kent former executive secretary of the Chicago School Broadcast Conference, who has taken over some of the duties of Capt. Edwin P. Curtin, formerly with NBC, who has returned to Camp Wheeler, Ga.

Chief script writer is Joseph L. Brechner, formerly of NBC. His associates are Bill Coleman, Stanley Field and Sol Panitz, all former freelance writers. Carl Mann is shifted from the research staff as special assistant to Col. Kirby. He was formerly in the Bureau of Public Relations. Mrs. Peggy Pettebone was transferred to the script section to become a member of the research staff.

Mr. Joy is program and production director, and is in charge of all radio music. His associate is Lt. Joe Thompson, formerly of NBC special events, New York.

Col. Kirby (r) and chief, Maj. Gen. Alexander E. Surles, chief of Army public relations.

John Cullom former Nashville radio and agency man, continues as director of advertising agency liason, working both out of Washington and New York. Lt. Wharfield, as director of shortwave radio, has as his associates Vick Knight, former Fred Allen producer, and Glenn Wheaton, former freelance.

Lou Cowan, of *Quiz Kids* fame, continues his radio branch functions, along with his assignment as liason with the Coordinator of Information. He has been a program consultant with Col. Kirby for several months. Also listed as consultants are Ted Husing, of CBS, and Bill Stern, of NBC, for sports broadcasts, and Frank and Anne Hummert, of Blackett-Sample-Hummert, for dramatic broadcasts.

Night shifts of the radio branch in Washington end at 8 p.m., in lieu of all-night schedules heretofore maintained. The business day starts at 8:15 a.m. The Sunday staggered schedule also has been abolished, but with Mr. Watson and an assistant assigned to duty each Sunday.

"It is believed these reassignments will result in a more efficient, hard-hitting organization and pave the way for the tremendous job ahead," Col. Kirby advised.

Functions of the New York office, in addition to production of the *Army Hour* and contacts with agencies, networks and others in radio, include foreign language radio station liaison. This mission includes receiving and passing on all names and records of all foreign language speaking individuals who are suspected by their own station, sponsor or competing station. It includes direct liaison with Joe Lang, WHOM, Jersey City, chairman of the NAB foreign station group, and his associates, who are committed to the foreign language resolution enacted at the NAB convention in Cleveland May 13 [BROADCASTING, May 18].

FCC Given Authority Over Protection Of Radio Properties Under New Order

DIRECTING the Office of Civilian Defense to coordinate a new plan of action to protect such "essential facilities" as communications systems, highways, utilities and mines against sabotage, the President in an Executive Order last Tuesday named the FCC as one of the Federal agencies to cooperate in the OCD program.

Under the White House order, OCD will serve as a center for coordination of plans sponsored or operated by the agencies. These agencies are to take steps to secure cooperation of owners and operators of essential facilities and of State and local governments in developing and carrying out security measures.

Private Responsibility

"The order makes it clear that protective measures are the primary responsibility of owners and operators of essential facilities, public as well as private," the White House said in a statement. It was added that "the purpose of the program is to assure that this responsibility is carried out, and it will be operated through nine already established agencies listed in the President's directive."

The order, as interpreted by the White House statement, makes it clear that broadcasters will be asked to establish protective measures for their facilities and that they will be responsible to the FCC for carrying out these measures. At the Commission it was said that the order formalizes previously informal cooperation on the part of the FCC with the OCD and it was indicated the order would permit the Commission permission to request additional funds for establishment of its program.

Dean Landis, OCD head, said the order will give the military the principal role in developing safety measures for the defense of essential facilities, including broadcasting. "Not only will the program be subject to the Secretary of War," he said, "but whenever the Army and Navy extends protection to any essential facilities the civilian program will be modified accordingly."

SORRELS IS NAMED AS AIDE TO PRICE

TO RELEASE Director of Censorship Byron Price from the pressure of his increasing duties, the Office of Censorship now has a second in command—John H. Sorrells, heretofore assistant director in charge of the press division. Mr. Sorrells' appointment was announced May 19 by Mr. Price, who also announced that N. R. Howard has been appointed to take over Mr. Sorrells' former position. Mr. Sorrels now holds the newly-created title of deputy director.

Mr. Howard, who joined the Office of Censorship early this year on leave from his position as editor-in-chief of the *Cleveland News*, has been Mr. Sorrells' chief assistant in the press division. He will supervise the newspaper and magazine code, his position paralleling that of J. Harold Ryan, assistant director for radio.

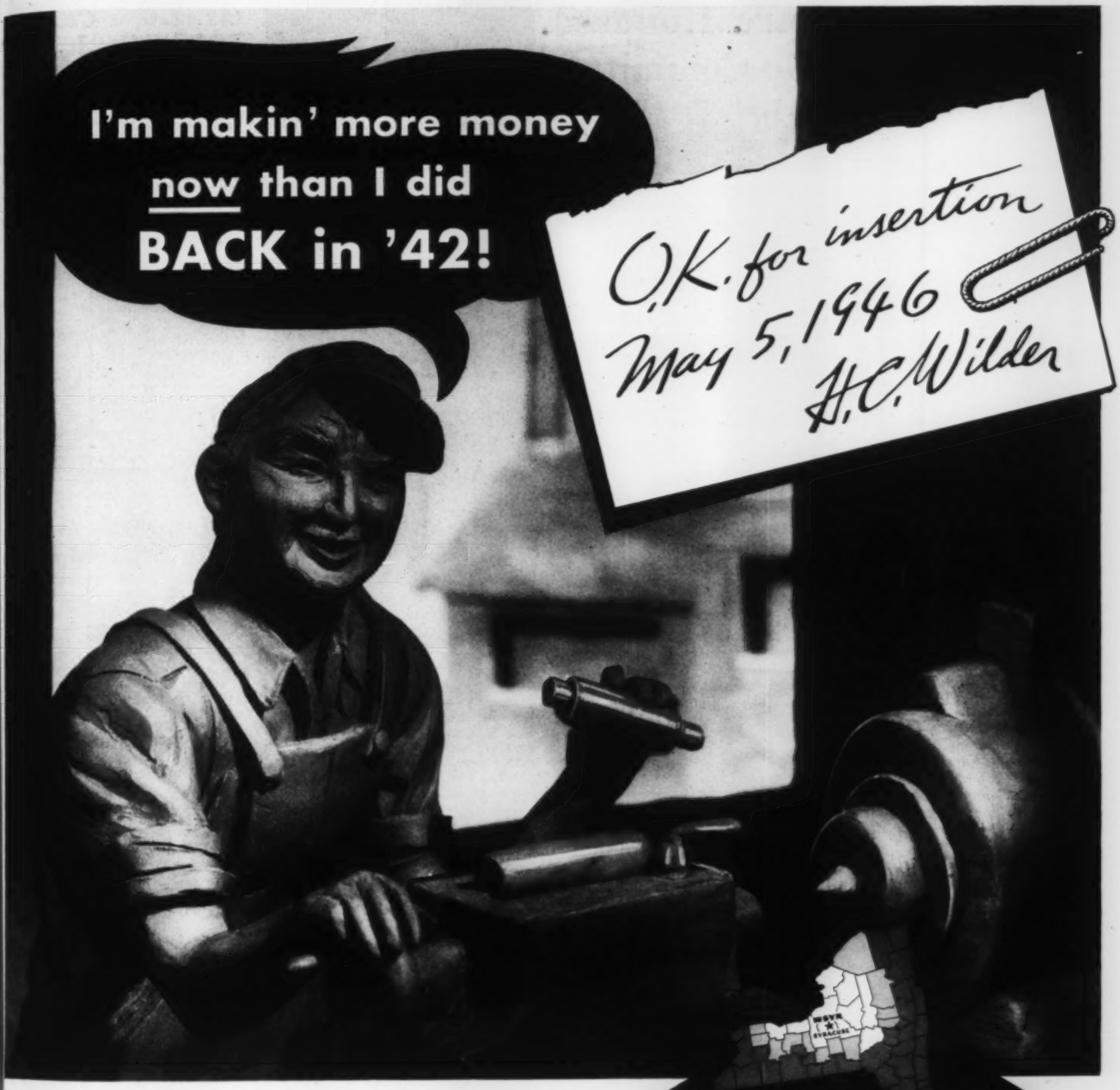
The radio division in unaffected by the Sorrells appointment, except that Mr. Ryan will report to Mr. Sorrells in Mr. Price's absence. Latest addition to the radio staff is Eugene Carr, formerly of WGAR, Cleveland, who reported for duty as an assistant last week.

Studebaker Renews

RENEWING an institutional campaign on WABC, New York, Studebaker Corp., South Bend, Ind., has again signed for *Eric Sevare News*, four times weekly quarter-hour program. Studebaker's service to the public is stressed. Roch Williams & Cunnyngham, Chicago, handles the account.

Treasury Spot Tally

ONE MINUTE transcriptions, *Voi of the People*, released three weeks a by the Treasury have been broadc a total of 24,444 times according Charles J. Gilchrest, chief of the ra section. *Voices of the People* featu talks by man-on-the-street telling h he or she is helping sale of War B A new series is being made for distribution, the Treasury reports.



"NOW that the war's over, I hear it's pretty tough sleddin' for folks in some sections.

"Me, I wouldn't know. Back in '42 we were plenty busy up here in Syracuse. Almost every plant in town was 'all out' on war production, workin' three shifts regular. They even built sixty million bucks worth of new plants and brought in some fifteen thousand workers from outside. 'Course, now all these plants are back makin' peace-time stuff again—but by jiminy, we're workin' harder now than we did durin' the war.

"Heard some of the Front Office boys the other day talking about 'widely diversified industry and foresighted management make Central New York a stable, wealthy market under all economic conditions.' Holy cats—I'd hate to be a big shot if I had to sling a line like that. I'd rather stay like I am now. I got a wife, kids, a home and a good-payin' steady job. I got money in the bank and enough cash in my pocket to buy almost anything I set a fancy to.

"Times are tough? Mister, not for me they ain't."

The "Perfect Combination"

5000 WATTS at 570 KC.

WSYR

SYRACUSE, NEW YORK

Col. H. C. Wilder, Pres.

NOW BASIC NBC RED REPRESENTED BY RAYMER

Nine Programs Are Honored By Women's Radio Committee

New York Philharmonic Leads Musical Series; Aldrich Family, Town Meeting Among Citations

SIX commercial and three sustaining programs were awarded certificates of honor by the Women's National Radio Committee at its annual awards luncheon, held May 19 at the Hotel Pierre, New York.

Awards based on the Committee's eighth annual poll of women radio listeners throughout the nation, were this year hand-lettered certificates instead of the medals given previously, in deference to the Government's request that medals be reserved for war uses, the committee stated.

Symphony Award

Most popular musical program, according to the feminine vote, which also placed it first by the widest margin of votes in any division, was the Sunday afternoon series of broadcasts of the New York Philharmonic Symphony Society concerts on CBS.

Honorable mentions in this field went to Coca-Cola's *Pause That Refreshes on the Air*, also on CBS, on Sundays, and to two BLUE series, the Saturday afternoon Metropolitan Opera broadcasts sponsored by the Texas Co. and Dr. Walter Damrosch's *Music Appreciation Hour*.

First in the drama classification was the *Aldrich Family*, sponsored by General Foods on NBC on Thursday evenings, with Campana's *First Nighter* Friday series on CBS and *Fibber McGee & Molly*, on NBC Tuesdays for Johnson's Wax, as runners-up.

A BLUE sustaining series, *America's Town Meeting of the Air*, heard Thursday evenings, was the winner in the forum class. Honorable mentions in this group went to two other sustaining programs, Mutual's *American Forum of the Air* and NBC's *University of Chicago Round Table*, both Sunday programs.

In the field of pure entertainment *Maxwell House Coffee Time*, an NBC Thursday feature, won the award. Another General Foods program, *Kate Smith Hour*, broadcast Fridays on CBS, won an honorable mention in this classification, as did Standard Brands' *Chase & Sanborn Hour*, broadcast Sundays on NBC.

The votes for the two leaders among the quiz programs were so nearly equal that awards were given to both *Information Please*, sponsored by American Tobacco Co. on NBC on Fridays, and *Quiz Kids*, broadcast on Wednesdays on the BLUE for Alka -Seltzer.

Mutual's Saturday morning juvenile program, *Rainbow House*, topped all other children's programs on the networks, according to the Committee, which also gave high commendation to *Friendship Bridge* on WMCA, New York, pointing out that this latter program was not eligible for an award since it is not heard nationally.

Commentators Named

H. V. Kaltenborn, sponsored by Pure Oil Corp. on NBC, and Walter Winchell, broadcasting for Jergens Lotion on the BLUE, divided honors in the "talks" classification, with an award for each. Elmer Davis, sponsored by Johns-Manville Corp., on CBS, was runner-up.

Although the programs of WQXR,, New York, were ineligible for awards because of their local audience range, the station was praised for "the unusually high character of its music and news and for the general excellence of its programs."

Special mention was also made of Mary Margaret McBride, who "by her charm, gracious personality and ready wit has won a unique place on the air."

In presenting the awards Mme. Yolanda Mero-Irion, founder and chairman of the WNRC, paid tribute to "the great power of a democratic radio and the tremendous service it is equipped to render during this crisis in world affairs" and to the foreign radio correspondents. She sharply criticized soap operas.

BROADCASTING
STANDOUT

GAMS GAIN ACCESS to Kentucky U's control room at WBKY. Margaret Wayne, sophomore engineering student at the university, is a regular engineer on the broadcasting staff. From its studios 22 educational programs emanate, including five heard on MBS.

Methods by Which Radio Informs World Outlined by Analysts at WNRC Lunch

FIRST - HAND accounts of how radio keeps the world informed were delivered by a group of famous radio reporters, commentators and analysts, speaking at the annual awards luncheon of the Women's National Radio Committee held in New York last Tuesday.

"Because of them," said Mme. Yolanda Mero-Irion, WNRC chairman, in her introduction, "we have been, if not spectators, at least auditors of the greatest drama in world history."

William B. Lewis, assistant director of the Office of Facts & Figures, keynote speaker on "Radio's War Job", pointed out that "this is radio's first war, but radio is so inescapably a part of the war on so many fronts that it is hard today to conceive of a war without radio.

"Think back," he said, "to 1917 —April 6. There was no radio then except for experiments by amateurs and by the Army and Navy. There was no broadcasting; there were no networks. When the Congress declared war, very few people heard the event. Millions of Americans did not know the details for days. Never did the sounds or the fuel of war become real to the people at home. Remember the question so many returning soldiers were asked? 'What do those big shells sound like when they pass overhead?'

Realism Added

"Twenty-five years later—on Dec. 7, 1941—it was different. When the first bomb dropped on Pearl Harbor, Americans at home knew what bombs sounded like; they had heard them hit London. The attack came at sunrise on Sunday, and by sundown Americans not only had the news, they had already heard an eyewitness report from Hawaii. They knew the details of the Japanese treachery in Washington, and they had become united in one mighty resolve. Two nights later 90% of them heard the President put that resolve into words.

"For three years radio had been training abroad for wartime service at home. From the capitals of Europe and from what used to be the far places of the earth a new voice was familiar long before Dec. 7 to American radio listeners—the voice of the radio correspondent sending news home

(*Continued on page 37*)

CITATIONS GRANTED FOR WAR ACTIVITY

FOR BROADCASTS contributing to the nation's victory program, and recognizing women's role in the war effort, the Woman's Press Club of New York City, meeting May 23, awarded certificates of merit, and citations to the following U. S. broadcasters, Government agencies and cooperative civic organizations:

WOR-MBS, and the radio section of WPB, for *Keep 'Em Rolling*, weekly series featuring pick-ups from war plants.

U. S. Treasury Dept., for *Education for Death*, a *Star Parade* transcribed program contrasting American education and Nazi training.

CBS, for *They Live Forever*, weekly series featuring stories of American heroism in the present war.

WRUL, World Wide Broadcasting Foundation, for *Democracy on the shortwave*, series designed to bolster morale in Nazi-occupied countries in Europe, and for programs furthering inter-American relations.

NBC, for *Listen America*, weekly series on food science devoted to American health and security, sponsored by the Women's Nat'l Emergency Committee, and for *What Women of the Democracies Must do in 1942 for Victory*, a single program presented in cooperation with the National Federation of Business and Professional Women.

KFEQ, WFIG Transfers Given Approval by FCC

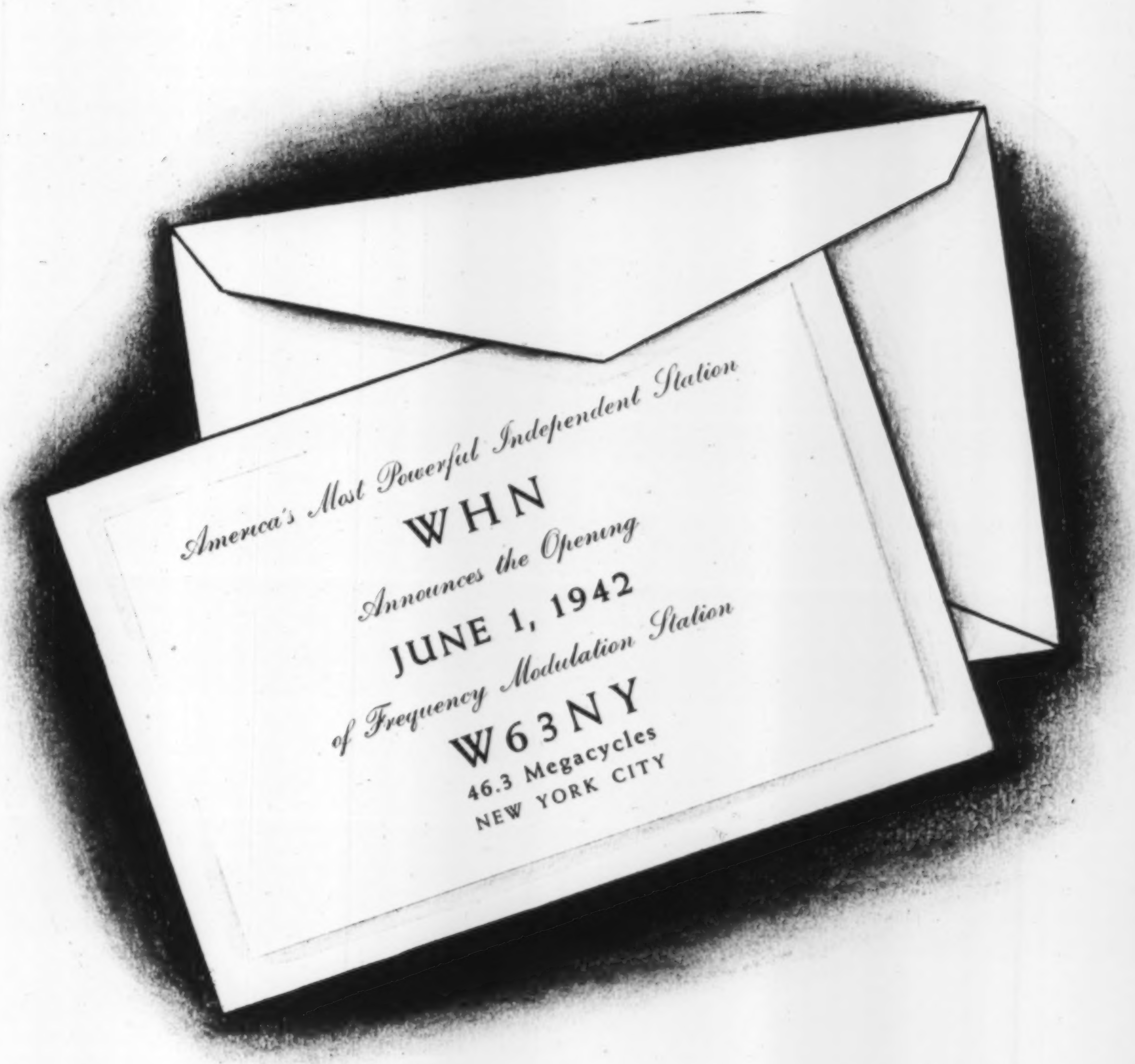
ACQUISITION of control of KFEQ, St. Joseph, Mo., by Barton Pitts, general manager, was approved last Tuesday by the FCC which granted consent to the transfer of five shares of common stock of KFEQ Inc., from the News Broadcasting Co. to Mr. Pitts. Mr. Pitts who already had a 48.75% interest now becomes 50.6% owner. The News Broadcasting Co. which had held 49.5% has its holdings reduced accordingly. Consideration, according to the FCC, is $300 and the transfer of other stocks. News Broadcasting Co. is a subsidiary of St. Joseph News Co., publisher of *St. Joseph News-Press* and *Gazette*.

The FCC also granted consent to the voluntary assignment of the license of WFIG, Sumter, S. C., by J. Samuel Brody, an individual to the Radio Station WFIG Inc. The new corporation is 94% controlled by Mr. Brody as president and treasurer. Balance of stock is held by T. Douglas Youngblood, WFIG general manager, who is vice-president and 5% stockholder, and Jack Brody, with 1%. Consideration involved in the transfer is $9,015.

WBNY Gets Fulltime

UNLIMITED time was formally given WBNY, New York, by the FCC last week in granting a modification of license to that station to change hours from all hours except those formerly assigned to WSVS, Buffalo, to unlimited time. WSVS, operated by the Buffalo Board of Education, surrendered its license Jan. 29 after a long period of non-operation [BROADCASTING, Feb. 9]. WBNY for some time has been using the specified hours of WSVS with the permission of the FCC.

WINCHESTER REPEATING ARMS Co., New Haven, will sponsor a one-hour program on WELI New Haven, beginning June 1, which will feature the Winchester band and talent from the plant. The program will originate in the company's recreation hall.



America's Most Powerful Independent Station

WHN

Announces the Opening

JUNE 1, 1942

of Frequency Modulation Station

W63NY

46.3 Megacycles

NEW YORK CITY

- **W63NY takes to the air, auguring another great career among radio stations. For to all that "FM" stands for in technical fineness, W63NY adds the "know-how" of America's most successfully operated independent station . . . the showmanship engendered from the world's largest entertainment organization . . . the cultural advancement . . . and the outstanding public service that the important New York radio audience expects. Seventy-five thousand homes in the New York area are already FM-equipped, already to enjoy the benefits of this better way of broadcasting.**
- **And better broadcasting *must* mean a better medium for advertising. We invite your inquiry. Rates and data will be sent upon request.**

W63NY · 46.3 Megacycles

THE FM SERVICE OF

WHN **50,000 WATTS · 1050 CLEAR CHANNEL**

NEW YORK · 1540 Broadway · Bryant 9-7800
Chicago Office · 360 N. Michigan · Randolph 5254

CBS Opens New Latin Hookup; Radio Praised by High Officials

Sumner Welles Tribute Seen as 'Bill of Rights' For Radio; Shortwave Net Has 76 Stations

"IN THE FIELD of radio communication, the United States broadcasting companies have discharged their obligation with a full sense of their responsibility as potent factors in our democracy. Their broadcasts of the news have been distinguished by their impartiality, their accuracy and their integrity."

This statement, made by Sumner Welles, Undersecretary of State, on the occasion of the inaugural of the CBS Network of the Americas May 19, highlighted the formal dedication ceremonies which brought together diplomats representing practically all of the Latin American countries in Washington.

High Praise for CBS

Columbia's 76-station Latin American network, fed by shortwaves from its newly established high-power plants at Brentwood, L. I. [BROADCASTING, May 18] and known as "La Cadena de las Americas", evoked the highest praise from the speakers who included, besides Undersecretary Welles, Vice-President Henry A. Wallace; Nelson A. Rockefeller, Coordinator of Inter-American Affairs; Senor Don Manuel Prado, President of the Republic of Peru; General Anastasio Somoza, President of Nicaragua; Senor Don Juan Antonio Rios, President of Chile; General Isaias Medina A., President of Venezuela; Senor Dr. Don Adrian Recinos, Minister of Guatemala; Senor Dr. Don Luis Quintanilla, Minister from Mexico. The presidents of Chile, Nicaragua and Venezuela spoke via shortwave from their respective capitals.

Their remarks were heard at a gathering at the Hotel Carlton, Washington, presided over by William S. Paley, CBS president, and were broadcast for 90 minutes over both the Latin American network and over CBS. Artists participating at Washington were Robert Unanue, Olga Coelho, Eva Garza and El Charro Gil y sus Caporales.

In the pickups from New York, Melvyn Douglas acted as master of ceremonies, introducing Bidu Sayao, Alfredo Antonini, Juan Arvizu, Howard Barlow and the Columbia Symphony. In Hollywood, Edward G. Robinson acted as master of ceremonies, introducing Ronald Colman, Jinx Falkenberg, Rita Hayworth, Lauritz Melchior, Rosita Moreno, Dick Powell and Leith Stevens and his Orchestra.

The addresses, all bearing an international flavor and all concentrated on the Good Neighbor Policy, were regarded as highly significant, though only Mr. Welles and Mr. Rockefeller devoted any appreciable time to the subject of radio itself. Vice-President Wallace reiterated much of his now-famous May 8 address, and his policy remarks were widely quoted in the press.

PALEY GETS ABOUT during CBS Latin American Network's inauguration ceremonies in Washington. At top he confers with Vice-President Henry Wallace; second photo, with Undersecretary of State Sumner Welles; lower photo, with Nelson Rockefeller, coordinator of Inter-American Affairs.

Mr. Welles opened his address by stating that he had been charged by President Roosevelt "to express to CBS and to all of those who are listening in, in our sister Republics and in our own land, his deep gratification with the development which has made possible this linking together of radio networks throughout the Americas, and his assurance that this new enterprise will meet with the success which it so well merits.

Learning Via Radio

"It was only a short time ago," Mr. Welles continued, "that representatives of CBS discussed with me their plan for the improvement of the transmission of radio programs from the United States to our neighbors of the new world. Tonight, this plan has become a reality. These words I am speaking can be heard throughout the length and breadth of the American Republics. Radio stations in all the Americas are contributing their facilities so that this and subsequent programs may be rebroadcast for the benefit of millions."

After lauding American broadcasting companies for their "full sense of responsibility as potent factors in our democracy," and for their handling of news broadcasts, Mr. Welles declared:

"Here in the Western Hemisphere we can learn from the radio every day what is taking place in the world, whether that be good or bad, encouraging or disheartening. We can listen to news gathered from every corner of the globe, knowing that occurances of the day are presented to us just as they have happened.

Seen as 'Bill of Rights'

"Within the Axis countries, and the nations which they have overrun, no man can know the truth from the radio broadcast to which he listens, or from the newspaper which he reads. All he obtains from those sources are the lies he is fed by the propaganda agencies set up by the Axis leaders to keep him in ignorance of the truth.

"And no one realizes more fully than these world outlaws themselves the everlasting significance of these great words: 'For you shall know the truth, and the truth shall make you free'."

A virtual "Bill of Rights" for American radio was discerned in Mr. Welles next remarks:

"We are free man in the Americas.

"That is why the United States has not needed, and does not need, to engage in propaganda in its dealings with its neighbors in the New World.

"You don't have to undertake propaganda in your relations with your friends and your equals, when the channels of free communication are open to you. And that, thank God, is the situation as regards the 21 American Republics.

"For that reason, I welcome, and I am grateful for, this new service to the cause of inter-American understanding which is provided by the 'Network of the Americas.' It affords a clarion challenge to those who would enslave the souls of men—addressed to them by those who will win the victory to ensure the freedom of the human spirit."

Mr. Rockefeller, whose agency utilizes a considerable portion of time of the new CBS Latin American Network, declared:

"We are, all of us, proud of the constructive energy which Bill Paley and his associates have displayed, in the midst of the operating difficulties of wartime, in making this development possible.

"This new transmission center, by bringing its news and its information, its messages of moral inspiration and its programs of music and entertainment into the homes of millions, will strengthen and make dynamic the common forces which unite us. . . .

Lies vs. Truth

"This is not merely a war of armies against armies, of navies against navies, and of resources against resources. It is also a war of lies against truth.

"And, in a period in which the diabolical forces of the so-called new order of anarchy are seeking to win wars and corrupt governments and enslave peoples by lies, this network will be dedicated to the truth; the truth in news, and in information, and the truth of the ideals of human freedom and dignity for which this war is being fought, and in which the future fortunes of the men and women of the Americas are bound up.

"There is no deeper compliment I can pay the men of the CBS, and this new institution they have built, than to say that by enlarging the circulation of truth, they are clearing the air for victory."

KNOW THESE B......S?

Blacklist of Announcers

Submitted by Glade

SO FAR as we can learn they aren't products of American broadcasting stations—but these men and women listed by Earl J. Glade, vice-president of KSL, Salt Lake City, and chairman of the NAB Code Committee, should be on every broadcaster's blacklist. They are the renegade announcers and commentators who appear or have appeared on Axis shortwave stations, mouthing the usual line of lies and propaganda beamed to the audiences of the United Nations.

Mr. Glade listed them as follows during his NAB Cleveland convention reports, and has advised us that his authority for the list is Robert Strausz-Hupe's book *Axis-America* and Charles J. Rolo's *Radio Goes to War:* William Joyce, of Brooklyn, Berlin's Lord Haw Haw; Leopold Delaney, of Glenview, Ill.; Douglas Chandler, of Chicago; Jane Anderson, of Atlanta; Constance Drexel, of Philadelphia; Dr. Otto Koischwitz, of New York.

War Workers' Radio

FOLLOWING the example of British war plants, Columbia Steel & Shafting Co., Carnegie, Pa., last week instituted radio speakers in its plant to give employes music, talks and news while they are at work. Jazz has been ruled out in favor of marches, vocals and the softer music.

Masons Sell WMRN

FRANK E. MASON, NBC vice president now on leave as special assistant to Secretary of the Navy Knox, has sold his controlling interest in WMRN, Marion, O., and that of his wife to his brother, Robert, and to other local Marion interests. Howard F. and Florence Guthery of Marion have joined with Robert Mason to purchase the 65% stock held by Mr. and Mrs. Frank Mason. Robert Mason previously owned 35% and is manager of the station.

180 HOMES
FOR HALF A CENT!

RADIO TIME BUYERS!

How would you like to buy guest-chair reservations for your top salesmen in the living rooms of one hundred and eighty homes for **half a cent?*** No foot-in-the-door peddling. Just forthright attention . . . from the family . . . in the **home.** That is the ticket you write for yourself when you buy **WDAF,** dominant broadcast station in the great Kansas City market.

WDAF has passed its twentieth birthday. That's a ripe old age in radio. It's the test of time!

WDAF offers super coverage on the frequency of 610 kilocycles.

WDAF sends forth its signal over a farflung area—out and beyond the boundaries of all other coverages in the vast Kansas City market.

WDAF primary coverage, the half-milivolt signal, reaches 189 counties, a million radio homes!

WDAF carries the topflight shows of the Basic Red Network and outstanding local productions.

WDAF is radio's bargain buy . . . low rates coupled with tremendous coverage.

***Minimum quarter-hour day program rate.**

Tie these distinctive facts together and you have the simple, exclusive formula for effective and economical radio selling in the rich Kansas City market.

**BASIC
NBC
NETWORK**

WDAF

**EDW. PETRY & CO.
NATIONAL
REPRESENTATIVES**

KANSAS CITY

Shepard Removes His Stations From Membership in the NAB

Says Association Has Not Done Efficient Job; Objects to Active Membership by Networks

Mr. Shepard

INDIGNANT over the failure of the NAB convention in Cleveland to reorganize the trade association, John Shepard 3d, president of the Yankee Network and chairman of Broadcasters Victory Council, last week announced the resignation of his four standard broadcast and two FM stations from NAB membership.

In a letter last Tuesday to Neville Miller, NAB president, Mr. Shepard said he had been considering resigning from the trade association for some time. He said that while his reasons were well known, he nevertheless wished to reiterate them so there may be no misunderstanding.

"The NAB should be representative as nearly as possible 100% of the industry, and under its recent change in by-laws, I doubt if this can be accomplished," he wrote.

"In my opinion, the NAB recently has not been doing an efficient job on many matters connected with the industry."

Status of Networks

Mr. Shepard had advocated that the NAB by-laws be amended to give national networks associate membership status. The membership, however, adopted recommended changes in the by-laws advanced by the board of directors, giving the major networks active membership with full voting and directorate privileges.

Thus far CBS is the only national network which has acquired active membership pursuant to the by-law changes. It fostered the changes recommended by the board and finally adopted at the Cleveland convention May 13. NBC proposed associate membership generally along the lines advocated by Mr. Shepard, except that it felt network representatives should be entitled to election as directors at large. Mr. Shepard, prior to the vote on the amendments, agreed with this proposal.

Whether NBC, and its sister network, the BLUE, will take network membership has not been indicated. MBS is not a member and is not in sympathy with the present NAB direction.

No comment came from President Miller on the resignation of the Shepard stations. The view was expressed, however, by another NAB director that he thought Mr. Shepard's action not only tended toward disunity but was "undemocratic" in that the majority of the membership had out-voted him on his proposal.

Mr. Shepard, in addressing the convention prior to the vote on the by-law amendments, predicted there would be wholesale resignations if networks were admitted to active membership. Thus far, no other resignations have been reported to the NAB.

In his letter to Mr. Miller, Mr. Shepard said it had been his hope that steps would be taken at the Cleveland convention "which would have made it possible for us to feel we should continue membership in the organization". He added, however, that under the circumstances, his stations were resigning effective June 1. The stations are WNAC and WAAB, Boston; WEAN, Providence; WICC, Bridgeport; W43B (FM), Boston; W39B (FM), Mount Washington.

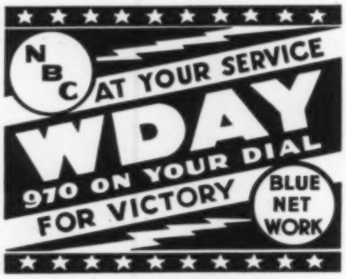
"I would like to add," Mr. Shepard wrote, "that it is our intention to resume membership in the NAB at some future date—which I hope will not be too greatly delayed—when we feel that the organization can effectively carry out the objectives for which it was established."

WDAY HAS ITS 20th

Fargo Station Has Celebration On Anniversary

MAY 22 marked the 20th anniversary of one of the oldest stations in the Northwest, WDAY, Fargo, N. D. The birthday was featured by salutes to the station on several BLUE programs including the *National Farm & Home Hour, Breakfast Club* and *Club Matinee.*

Later in the day, a midnight surprise party was staged at a local country club for Earl C. Reineke, president and founder of WDAY. In attendance was the entire personnel, with families and friends.



In line with the 20th anniversary angle, latest innovation of Bill Dean, WDAY publicity director, is a new program headline for the station's schedules in the *Fargo Forum.* The top line of the new cut stresses the station's 20 years of service, with NBC and BLUE networks shown in circles. A banner is placed at the bottom of the page emphasizing war bonds.

Alfred I. duPont Awards Are Accepted For Industry by NAB President Miller

ACCEPTED on behalf of the broadcasting industry by NAB President Neville Miller, the Alfred I. duPont radio station and radio commentator awards, carrying annual cash prizes of $1,000 each and projected to hold the same place in radio that the Pulitzer Prizes hold in journalism [BROADCASTING, May 18], were formally announced in Washington last week on behalf of Mrs. Alfred I. duPont, of Jacksonville, Fla.

Mrs. du Pont, trustee of the estate of her husband, Florida financier and philanthropist, was represented at the luncheon meeting May 18 by W. T. Edwards, of Jacksonville, operating vice-president of the duPont interests which, it was stated, are completely separate from all other interests which bear the duPont name and which are largely banking and real estate in Florida.

To Select Judges

Speaking at the luncheon were Senator Claude Pepper (D-Fla.), William H. Perry, owner of Florida radio and newspaper properties, and H. R. Baukhage, president of the Radio Correspondents Assn. FCC Chairman James Lawrence Fly was present.

The awards will be judged by an impartial board of five judges, yet to be selected, and the first will be made in March, 1943 for 1942. The commentator award, to be known as the "Alfred I. duPont Radio Commentator Award", Mrs. duPont stated, will be given "to one individual who shall be a citizen of the United States, in recognition of distinguished and meritorious performance of public service, by aggressive, consistently excellent and accurate gathering and reporting of news, and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative integrity, independence and public service through the medium of radio."

The Station Award

The "Alfred I. duPont Radio Station Award" will be granted each calendar year to one "radio station in the Continental United States for outstanding and meritorious public service in encouraging, fostering, promoting and developing American ideals of freedom, and for loyal and devoted service to the nation and to the community it serves."

It is understood that nominations will be received from all industry sources, and that the judges will be convened in Jacksonville in the early part of each year for the final decisions. The resolution of the Florida National Group of

(Continued on page 44)

BVC to Continue, Shepard Declares

Problems of Council Will Be Discussed in Near Future

BROADCASTERS Victory Council, formed six months ago as a Washington-all-front wartime contact for the broadcasting industry, will continue its operations indefinitely, according to John Shepard 3d, president of the Yankee Network and chairman of BVC.

Dissatisfied with the results of the NAB convention in Cleveland, Mr. Shepard said the Council, until further notice, would continue functioning as in the past. Previously, it had been announced that if the NAB was reorganized consistent with the views of a majority of BVC, the organization would be dissolved. It was set up originally as an interim operation, to handle matters in Washington which it felt were being inadequately cared for under the NAB, because of its policies.

Taylor Expected to Resume

Mr. Shepard came to Washington immediately following the convention to spend a fortnight at least, handling BVC affairs. O. L. (Ted) Taylor, executive secretary, returned to Texas to resume direction of KGNC, Amarillo, and other stations of the Taylor-Howe-Snowden group. He is expected back in Washington about June 1, however.

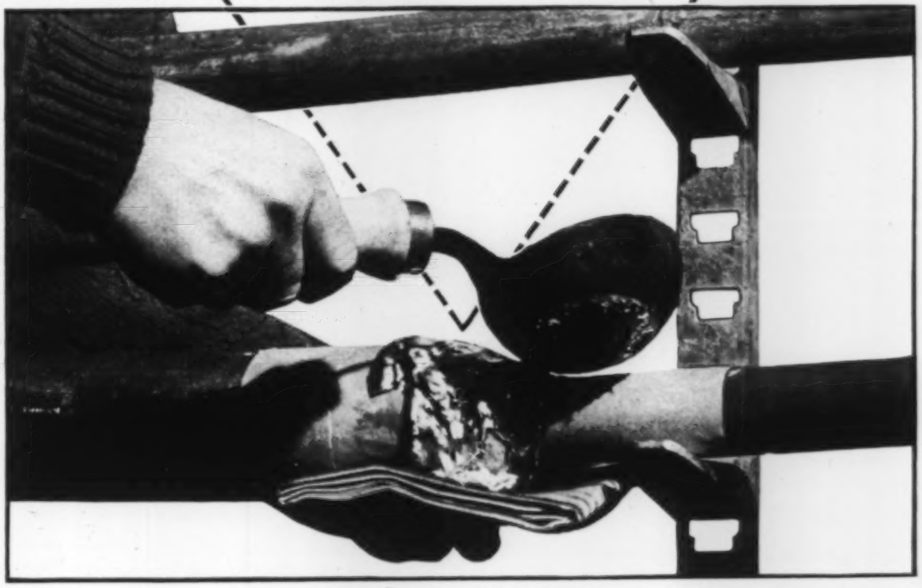
Members of the Council, supported by contributions from upwards of 100 stations, in addition to Messrs. Shepard and Taylor, are George B. Storer, president of Fort Industry Co. and of National Independent Broadcasters, BVC vice-chairman; James D. Shouse, WLW, Cincinnati, representing the clear-channel stations; John E. Fetzer, WKZO, Kalamazoo, NAB representative, as chairman of its War Committee; and Eugene C. Pulliam, WIRE, Indianapolis, president of Network Affiliates Inc.

The future status of BVC, it was indicated, will be determined at a meeting of the Council to be held in the near future. The Council met in Cleveland May 14 and decided to continue "on the same basis" for the present [BROADCASTING, May 18].

List of Organizations

AS A GUIDE to broadcasters when asked for time by national organizations created during the past year, the National Council of YMCAs is compiling a list of the representative and legitimate groups as the result of a resolution passed by the Council at the annual Institute for Education by Radio at Ohio U. The list will describe each organization, its function and services, and will be sent upon completion, to the networks and stations requesting it for file purposes.

They call it a "VICTORY JOINT"



"**W**e have told you of the army of 150,000 young women who 'man' the switchboards of the Bell System, and of the importance of their wartime work.

"How about the more than 175,000 men of the Bell System? Are they on their toes? Are they doing anything vital about supplying telephone service in these stirring times?

"Well, here's an example of something they did.

"For years telephone cables have been joined together by cable-splicers in a certain way—a very good way—but it took quite a bit of solder. Solder contains tin; it's 38 per cent tin. And you know how important tin is in this war.

"So a new way to make a cable-splice—'wipe-a-joint' the men call it—was worked out. Overnight, new instructions were written and sent all over the Bell System. *Within two weeks* the new way to wipe-a-joint was demonstrated to men from every System company. These men in turn went back and trained the cable-splicers in their own companies.

"Result: The thousands of cable-splicers in the System are now using the new method—a method that *saves 600,000 pounds of tin*, and an even greater amount of lead, every year.

"They call the new method the *Victory Joint!*

"There are, of course, hundreds of different kinds of jobs in the Bell System handled by men. Even to list them would take a lot of time. The point is that all of these jobs contribute to the one big job of giving America the best wartime telephone service in the world. This too is the telephone army. These men are well trained. They know their jobs. They work as a team. They are ready any time for emergencies.

"These men wear no uniforms. But wherever the men in uniform are—in camps, bases, fortresses, wherever—there you will find the telephone men and wires working for the Army and Navy. The country can depend on them to do their full part in winning this war."

***This** is a quotation from* THE TELEPHONE HOUR, *a regular program heard every Monday night over the N.B.C. Red Network. As network broadcasting has been growing into its important place in the nation—telephone engineers have worked hand-in-hand with the radio industry to improve the method and quality of sound transmission.*

New Army Program

AS ONE of his first Army acts First Lt. Andre Baruch, Quartermaster Corps, a former network announcer, is m.c. of a new program, *The Quartermaster Quarter-Hour* which started May 20 over WINX, Washington. To be aired regularly each Wednesday, the program covers the general subject of the Army's emergency rations such as conservation and salvage, remount activities and the procurement of horses and mules, Quartermaster schools and other phases of the Quartermaster Corps' activity.

Trammell at Desk

BACK AT HIS desk after some three months recuperation from an appendectomy, Niles Trammell, president of NBC, is coming to his office for an hour or two each day.

"SMART ADVERTISERS ARE BOWLIN' 'EM OVER IN THE RICH RED RIVER VALLEY! HOW'S FER LETTIN' WDAY, AT FARGO, SET 'EM UP FER YOU?"

WDAY
FARGO, N. D.

5000 WATTS-NBC
AFFILIATED WITH THE
FARGO FORUM

FREE & PETERS, INC. NATIONAL REPRESENTATIVES

Merchandising & Promotion

Conservation Discs—Placards & Posies—Sales Opener Classic Guide—Military Jargon

MAJOR networks and independent stations throughout the country are receiving from The Texas Co., New York, special two-minute transcriptions, prepared by World Broadcasting System, and played for the first time May 10 on the company's CBS Fred Allen program.

Semi-patriotic in nature, the transcriptions are built around the theme "Care For Your Car . . . for Your Country", and feature Al Goodman's orchestra and a male choir. No commercials are included, and the Texas Co. is distributing the transcriptions to any station requesting them free of charge. After the May 10 "tryout," the company sent copies to CBS stations carrying the Fred Allen series, as well as to automotive and rubber companies currently using radio. Agency handling the Texas account is Buchanan & Co., New York.

* * *

Classics of the Air

FOR SPONSORS of its new series, *Radio Theatre of Famous Classics*, Kermit-Raymond Radio Productions, producers of syndicated shows, has prepared a 31-page press book, containing material for a publicity and promotion campaign for the series, and for each single program. Included are stories on each program, instructions for broadcasting, advance news releases, biographical and human interest stories on talent, as well as individual and group photographs for newspapers and display purposes.

To promote the program, a weekly half-hour adaptation of a literary classic, listeners are offered free of charge, a cloth-bound edition of the collected works of the author whose work is dramatized.

* * *

Free Flowers

SAN FRANCISCO Floral Industries, San Francisco, which recently started a series of participations in *Listen to Linkletter* on KSFO, San Francisco, distributed 200 window display cards to leading San Francisco retail florists advertising their participation in the program. Another 300 cards were distributed to other Bay area flower dealers. The industries arranged with KSFO to present flowers to all ladies appearing on station programs. Bouquets or corsages are delivered direct from a different florist each broadcast. Agency is Kelso Norman Organization, San Francisco.

* * *

WOR Pix

FIVE MAJOR picture magazines —*Life, Look, Spot, Click* and *Pic*— carried stories on WOR, New York, during May. The treasure-hunt show, *Go Get It*, was covered in *Life* and *Click*. Don Dunphy, MBS sportscaster, has an article in *Spot*. Pictures of Martha Deane, who conducts a woman's program on on WOR, and Charles Woods, in a black-out broadcast, appeared in *Look*. *Pic* devoted three pages to pictures showing "WOR at War".

* * *

Foot in the Door

A FILE FOLDER whose identification tab is marked "WEAF, Local Programs for Sale", is being distributed to advertisers and agencies by the station's sales staff. Folder contains individual printed sheets on all WEAF programs available for single or participating sponsorship, giving WEAF salesmen an excuse to drop in frequently to bring in new material and to remove pieces on programs that have been sold.

PROMOTING LUX for Lever Bros. Oriette F. Schaider tells the KVOO, Tulsa, audience about Lux soap, with Chief Announcer Allan Page acting as straight man and F. Kenyon Brown, station sales representative, supervising. Miss Schaider is on a current promotion tour for Lever Bros.

* * *

Faith Stamps

A MESSAGE of faith in America, received by "Martha Jackson", leading character in *Woman of Courage*, CBS drama, and read over the air, drew such response from listeners that the program now awards $5 in war stamps each day for the best expression of belief in Americanism, written by one of America's women of courage. In the space of two weeks, more than 2,100 letters were received. The winning message is read on each program. Colgate - Palmolive - Peet Co., Jersey City, sponsors the five times weekly program for Octagon products and Crystal White, placed by Ted Bates, New York.

* * *

New Edition of Guide

FOR USE in connection with summer broadcasts of *Invitation to Learning*, CBS weekly series featuring discussions of literary classics, a third edition of the *Listeners Guide*, is being written by Mark Van Doren, Pultizer Prize poet and program chairman. The first guide for 1940-41 broadcasts sold more than 18,000 copies. Plans are also under way for a compilation of the discussions of the 1941-42 programs into Volume II of the book *Invitation to Learning*, to be published by Random House, New York, in August. The first volume sold over 10,000 copies at $3 per book.

* * *

Farm Program Schedules

ATTRACTIVE two-color placards listing times of all the station's market and news broadcasts and other farm programs are being distributed by WOWO, Fort Wayne, Ind., to feed dealers, county agents' offices, courthouse bulletin boards and other places where farmers congregate.

* * *

Grand Opening

KPO, San Francisco, is distributing the profusely illustrated 12-page special section of the April 26 *San Francisco Chronicle*, issued on the occasion of the grand opening of its magnificent new Radio City. The section contains no advertising matter.

* * *

Soldier Talk

SERIES of four promotion folders has just been released by KDYL, Salt Lake City. Couched in timely military terms each folder promotes some part of the sales strategy for using KDYL.

New Law Affects Wine, Beer Copy

Alcohol Mention by Percent Outlawed in Commercials

VIRTUALLY UNNOTICED in the maze of wartime legislation being enacted, the House Bill (HR-5802) which was passed April 20 and made Public Law 526, will affect radio wine and beer advertising in that it prohibits advertisement of the alcoholic content of the beverages.

The bill, which was originally intended to amend certain provisions of law regarding the fortification of wine by brandy was introduced into the House by Rep. Lea (D-Cal.). Later referred to the Senate Committee of Finance, the bill had a rider attached to it which amends Clause 2, section 5 of the Federal Alcohol Administration Act.

Little Affect on Radio

The amended section now will "provide the consumer with adequate information as to the identity and quality of the products advertised, the alcoholic content thereof (except the statements of, or statements likely to be considered as statements of, alcoholic content of malt beverages and the person responsible for the advertisement".

At the Wine Institute, Washington, it was said that the new prohibition will not seriously affect radio advertising of wines since it will remove only a short tag line in commercials which "in most cases was considered a nuisance".

It was noted at the Wine Institute that the amended section of the Federal Alcohol Administration Act is a direct reversal of the former section which specifically demanded that mention of the alcoholic content of beverages be made in all advertising.

The public law, which includes the wine and beer advertising provision, will affect advertising in all media.

WQXR Music Honor

WQXR, New York, and its musical director, Eddy Brown, have received awards from the National Assn. for American Composers & Conductors for "outstanding service to American music". This is the first time the organization has made an award to a radio station. Elliott M. Sanger, executive vice-president of WQXR, received the awards—embossed scrolls—at the Assn. annual reception, held recently at the Waldorf-Astoria in New York. The accompanying citation commended the station for its sincere interest in American music and paid tribute to Eddy Brown for a special series of all-American programs last season and for his encouragement to the American composer in introducing many American works.

WNOE, New Orleans, owned by former Gov. James A. Noe, and managed by James E. Gordon, has appointed Joseph Hershey McGillvra as exclusive national representative.

KMA is "edited" for FARMERS—not bathing cuties!

● Tune to KMA, and what do you hear? The pick of the Blue Network's top-notch entertainment, of course. But in addition, *for 13½ hours per day,* you hear a wonderful selection of special material for the KMA audience only—farm news, market reports, household helps, and such. And that's exactly why KMA consistently outpulls most metropolitan stations, even the biggest, in mail-return.

You see, 66.4% of the 2,916,923 people in our *primary* area live on farms or in towns under 2500 population. If you'd like to see what KMA's special programming means in *responsiveness,* write for our latest market data brochure.

The No. 1 Farm Station in The No. 1 Farm Market—

150 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC., Exclusive National Representatives

VII. CENSUS OF RADIO HOMES IN STATE OF MAINE

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 2,500 or More Populatio Urban, Rural-Nonfarm and Rural-farm: 1940*

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Androscoggin	19,562	92.8	18,150	14,739	94.5	13,933	3,108	90.9	2,825	1,715	81.2	1,392
Aroostook	19,853	73.3	14,559	1,977	88.6	1,751	11,227	70.3	7,888	6,649	74.0	4,920
Cumberland	38,636	93.3	36,033	28,505	95.2	27,137	6,852	89.2	6,115	3,279	84.8	2,781
Franklin	5,332	81.5	4,348	....	....	....	3,783	84.7	3,205	1,549	73.8	1,143
Hancock	9,390	82.6	7,757	1,116	81.7	912	6,455	83.4	5,382	1,819	80.4	1,463
Kennebec	19,250	87.6	16,868	11,117	90.4	10,047	4,879	86.5	4,219	3,254	80.0	2,602
Knox	8,176	83.9	6,859	2,564	88.4	2,267	4,054	83.5	3,385	1,558	77.5	1,207
Lincoln	4,846	82.8	4,012	....	....	....	2,899	85.8	2,486	1,947	78.4	1,526
Oxford	11,011	83.6	9,204	1,929	90.2	1,741	6,404	84.7	5,425	2,678	76.1	2,038
Penobscot	24,307	89.1	21,649	10,986	95.4	10,482	9,242	86.7	8,009	4,079	77.4	3,158
Piscataquis	5,086	83.2	4,232	....	....	....	3,999	85.7	3,428	1,087	73.9	804
Sagadahoc	5,346	87.2	4,662	2,816	92.1	2,593	1,946	83.2	1,619	584	77.1	450
Somerset	10,213	83.3	8,509	1,665	91.7	1,526	5,482	86.3	4,731	3,066	73.5	2,252
Waldo	5,943	78.6	4,667	1,578	86.6	1,367	2,005	78.0	1,563	2,360	73.6	1,737
Washington	10,164	79.7	8,102	2,373	88.5	2,099	5,355	78.6	4,211	2,436	73.5	1,792
York	21,853	90.1	19,689	7,041	92.7	6,529	12,496	90.2	11,265	2,316	81.8	1,895
State Total	218,968	86.5	189,300	88,406	93.2	82,384	90,186	84.0	75,756	40,376	77.2	31,160

Cities of 2,500 Or More Popula

City	Units	% Radio	Radio Units
Bangor	7,420	95.9	7,117
Lewiston	9,259	94.4	8,739
Portland	19,643	95.1	18,687

* NOTE:—Number of Occupied Dwelling Units as reported by U. S. Bureau of the Census in advance release, **Series H-7.** Percent radio-equipped calculated by NAB Research Dept. from **H-7 Bulletin** following the Census Bureau practice. Number of radio units, or radio homes, estimated by applying percent ownership to those units not answering radio question and adding to those reporting radio. States previously reported are Nevada, New Hampshire, Vermont, Wyoming, Montana and Idaho; others will be reported as released.

LABOR CITES KVOR IN BARGAINING SUIT

FINDING that the Out West Broadcasting Co., operator of KVOR, Colorado Springs, had "not failed to bargain collectively in good faith" with its technicians, the National Labor Relations Board, nevertheless, in an action last Monday, ordered that the company cease alleged unfair labor practices in IBEW negotiations.

The union had charged that KVOR refused to bargain collectively with its technicians but the formal charges were dismissed by the board. However, the NLRB stated that the management had attempted to discourage its technicians from joining the IBEW by anti-union statements and by settlement of overtime wage claims.

It was brought out by the order that KVOR subjected the "bargaining process" to an "extended delay" but it was added that "scrutiny of the negotiations themselves reveals the respondent as reluctant to make any concessions upon major issues but we cannot say that the respondent displayed an unwillingness to reach agreement."

Under the order the station must post notice for 60 days that it will refrain from "coercing its employes in the exercise of the right to self-organization."

WBZ
50,000 WATTS
Boston's Red Network Station
June 15th
WESTINGHOUSE RADIO STATIONS Inc

COLLEGE TRAINING IN RADIO

Educators Offering More Practical Courses;

Small Stations Offer Experience

IN AN ARTICLE titled "Is College Training in Broadcasting Worthwhile?" in the May issue of *Pick-Ups*, M. M. Beard, assistant editor of the Western Electric house organ, reports on an inquiry into the subject conducted last fall which reached the conclusion that "although the question of radio training—its bearing on radio job opportunities and on broadcasting opportunities and on broadcasting's future—is still a controversial one among educators and broadcasters, information indicates that it is heading toward a satisfactory solution.

Practical Side

"Better planned curriculums—more efficiently operated workshops under the guidance of instructors with commercial broadcasting experience are being established in more colleges and universities.

"Educators are concentrating more on the practical problems of running broadcasting stations and less on the artistry of radio than they did a few years back. While broadcasters still feel too little is being done along the lines of management, advertising and selling, station managers are opening their doors a little wider to radio trained graduates.

"Both groups seem to agree that job competition is sharp and employment opportunities limited but that young people with real ability and proper training stand a fair chance of finding a place in the industry. They also are in accord in advising applicants to seek positions in smaller stations where they will attain the broad view of radio so necessary for future success."

Article analyzes in some detail the training offered by the three colleges which grant A.B. degrees in radio: New York U, Drake of Des Moines and Alabama U, as well as the radio courses at other colleges. It also quotes the personnel directors of the major networks and comments by station executives throughout the country as to what training they desire in applicants for jobs in broadcasting.

"According to latest statistics," the article states, "383 colleges and universities out of approximately 1,800 in the country are scheduling courses in radio exclusive of engineering. Only three offer a B.A. in a combined liberal arts and radio course.

"Twelve list graduate courses which may be applied to an M.A. Altogether 755 radio courses are being conducted in our halls of higher learning. Of these 230 deal with dramatics and speech; 120, general; 101, script writing; 97, program planning and production; 48, education by radio; 49, announcing; 40, advertising; 34, newscasting; 23, music; 7, management; 3, radio law; and 3 in radio sociology."

West Virginia U Awar Degree to Dr. Jollif

Dr. Jollif

DR. CHARLES BYRON JOL LIFFE, assistant to the presi of RCA, chief engineer of RC Labs., and former chief engi of the FCC, last week was award an honorary LL.D degree by West Virginia U, his alma mater. The degree was conferred at the 75th annual commencement exercises.

Dr. Jolliffe was graduated with a B.S. degree in 1915 and received an M.S. degree at West Virgi in 1920. He was awarded his Ph in 1922 at Cornell U where he wa instructor in physics from 1920-2 He later became physicist in th radio section of the Bureau o Standards and in 1930 was ap pointed chief engineer of the Fed eral Radio Commission, going ove to the FCC in the same capacity when it was established in 1934 He joined the engineering staff of RCA in 1935.

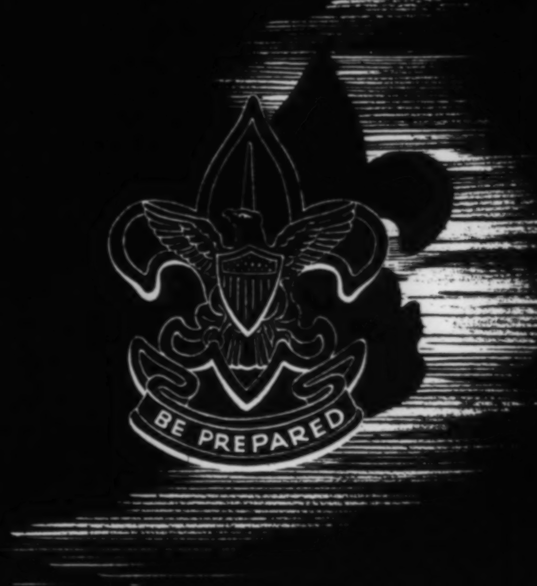
Dr. Jolliffe has attended many international radio conventions as a delegate of the United States and as a technical adviser. Presently he is serving on several Government wartime committees that pertain to radio communications and research.

Pillsbury Serial

PILLSBURY FLOUR MILLS Co. Minneapolis (flour, cereals), on June 8 will start *Clara Lu & Em* on 14 CBS stations, replacing *Musical Mill Wheel* on 50 BLUE stations, 10-10:15 a.m. Thursday through Sunday, which will be discontinued June 7. The following stations will carry the program: WCCO KRNT KMBC KMOX WBBM WJR WCKY WGAR WKBW WJAS WEEI WCAU WJSV WRVA. Agency is McCann-Erickson, Chicago.

KFPY, Spokane, has been elected member of the Advertising Federati of America.

The motto that boys remembered and men forget



When the story of these days is told two words often will be spoken.

"Be Prepared" is the motto that boys remembered and men forget.

Now the lesson is learned . . . slowly, painfully and well. Free peoples have their shoulders to the wheel and the momentum will be more than the aggressor nations have the fibre to withstand.

But the work is not yet done. The hard road lies ahead. Free Radio, the instrument of free peoples, understands this . . . demonstrates its understanding with such broadcasts as 'Report to the Nation', 'This Is War', 'They Live Forever', 'Keep 'em Rolling', 'The Army Hour'.

Thus Radio, inspiration of a nation, fights for VICTORY.

BROADCASTING

add the "inland empire"

Boundary
Sandpoint
Bonner
Kootenai
Davenport
Lincoln
Harrington
Garfield

kga

In this rich Northwest region:

1/4 of the nation's Gold
1/3 of the nation's Lead
1/3 of the nation's Lumber
1/7 of the nation's Wool
1/3 of the nation's Silver

Farm buying power 41% above national average

’’

o Key Areas Now Served By Westinghouse Transmitters

HO
Shoshone
Lewis

Today, the Pacific Northwest takes on new strategic importance in the eyes of the nation. And in the richly productive "Inland Empire" about Spokane, KGA likewise takes on new importance—by reaching out to a broadened listening audience.

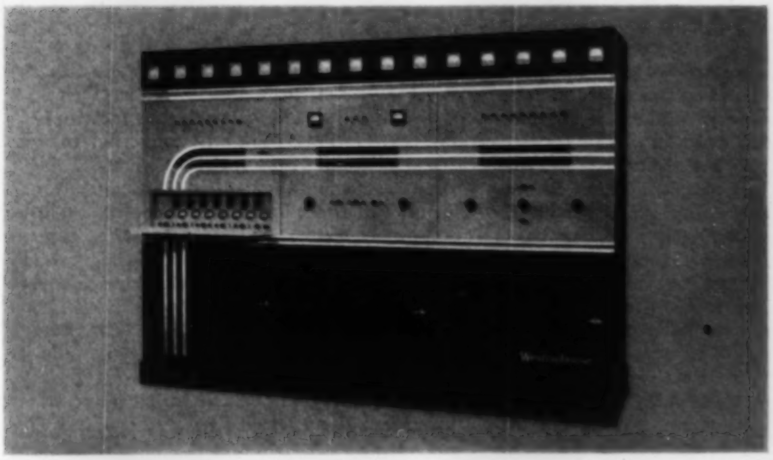
In choosing a Westinghouse 10 HV Transmitter, KGA made sure of fulfilling today's exacting responsibilities most efficiently and economically. For the 10 HV incorporates most of the distinctive advantages that have proved so successful in the Westinghouse 50 HG Transmitter—for such stations as KDKA, WBZ, WKBW, WBAL, and WPTF.

Operating economy is assured. The highly efficient circuit is specifically designed for low power consumption. Long-life, air-cooled tubes are conservatively operated. Metal rectifiers, used for all low-voltage plate supply, have practically unlimited life.

Simplified unit construction, with all parts easily accessible, makes this transmitter easy to put on the air and keep on the air with accurate transmission.

From Spokane to Boston, Westinghouse Transmitters are now on the job, helping key stations *serve* better, *conserve* more. That's why Westinghouse-equipped stations are good stations to keep an eye on in these times.

J-08044



Westinghouse

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published Weekly by
BROADCASTING PUBLICATIONS, Inc.

Executive, Editorial
And Advertising Offices
National Press Bldg. • Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager • BERNARD PLATT, Circulation Manager
J. FRANK BEATTY, Managing Editor

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor • MAURY LONG, Advertising Manager
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 • S. J. PAUL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone - GLadstone 7353 • DAVID H. GLICKMAN
WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building

Subscription Price: $5.00 per year—15c a copy • Copyright, 1942, by Broadcasting Publications, Inc.

Wanted: New Technique

WANTED: A wartime advertising formula. Must be consistent with the war effort.

That's the plea of national advertisers and their agencies. They want an idea or a technique that will justify continued advertising on a national basis and at the same time stem any Government move to rule out advertising exploitation as proper operating overhead.

Advertising, particularly that associated with war production, is confronted with a contradiction of objectives. The manufacturers want to keep the public brand-name conscious. The public, according to a recent survey, wants advertising continued. But the wartime economy appears to demand that people be discouraged from buying goods or from going on spending sprees, as a means both of curbing inflation and of conserving vital materials.

What's wanted is still a nebulous, far-away thing. Intermingled in the problem is how much of the advertiser's dollar should go to purely war exploitation; how much should be institutional; how much should be direct sales effort. Accounts and their agencies are looking to all media, and particularly to radio, as the newest and most ingenious, for the answer.

Long before the war, the advertising fraternity detected a well-defined movement in Washington to cut into advertising budgets. There were the grade-labelling plan, Assistant Attorney General Arnold's gasoline brand-name diatribe and other forays initiated by bureaucrats who see advertising as an economic waste.

Since Pearl Harbor, however, the whole subject has taken on a different and more serious aspect. Many agencies of Government appreciate the value of advertising, because Uncle Sam today is the biggest user of time and space in promoting the war effort. Without ascribing any improper intent, it nevertheless is obvious that the war emergency provides a ripe opportunity for those crusaders who see only economic evils in advertising.

The latest development—and one that has been in the offing for some time—is the disclosure that the Treasury is surveying the whole question of advertising expenditures in its quest for new revenue sources to foot the multi-billion war bill. While there is said to be no cause for immediate alarm, as reported in this issue, the very fact that study is being given to advertising as a deductible expense item is significant.

There is talk of freezing advertising expenses at present levels, or even of "rolling back" advertising costs in cases where the manufacturers are devoting 100% of their facilities to war production and are out of the consumer field for the duration. It is admitted that the Internal Revenue Bureau has wide discretionary latitude in determining what constitutes "ordinary and necessary expenditures" which, under existing law, is the crux of the problem.

The Treasury, if it moves in, presumably will do so to check large increases in advertising expenditures by companies seeking to avoid higher taxes. There will be involved the question of how much money a company may be entitled to spend to keep its name before the consumer through institutional advertising, particularly when he has nothing to sell.

Whatever the thinking in official Washington, it is clear that advertiser, agency and media alike must get their heads together and devise a formula or technique that will preserve advertising as an unfettered American institution so it can contribute its maximum in the war effort, and then be in a position to pick up with plenty of vigor in the post-war rehabilitation period.

Radio Gets a Lift

TO SAY that broadcasters got a moral lift out of the news that General Motors has decided to return to radio institutionally, would be putting it mildly. Despite the fact that its production is now entirely converted to war purposes, this great company knows it must keep its name and prestige alive against the day it will again be dealing in consumer goods.

Now we learn that the Assn. of American Railroads, which has been doing a big printed advertising job, is seriously considering a network campaign to promote public cooperation with the railroads in their war job [BROADCASTING, May 18]. This is the institutional type of advertising that radio can perform to great advantage. Bendix Aviation Corp., which sponsored *The Treasury Hour* last winter, also may come back with a new institutional show later this year [BROADCASTING, May 18].

On the consumer side, the Woolworth Stores, new to radio nationally, have already started using a large number of stations for their May "value festival". This, too, bodes well for radio despite the darkening clouds of scarcities and rationing. Indeed, though we can do nothing more than report on the short-term outlook, the advices received from stations by and large, with exceptions only in cases of unhappily placed local stations, is that business continues good with most stations. Canada, longer at war, reports the same.

This is a fine commentary on the basic soundness of radio advertising. So far it has been the last of the media to be hit by the war. A few more accounts and prospects like General Motors and the railroads—perhaps the return of Ford to the air—and radio's uneasiness would be greatly dispelled.

The Data Will Tell

FIRST returns from the surveys indicate that annual spring swings to daylight time, with their mangling of radio schedules, were responsible for much of the listening decline in past summers. The Hooper reports, for example, show that May listening has held almost even with April, contrary to the trend in past seasons [BROADCASTING, May 18].

In another survey, H. J. Rowe, Cedar Rapids agency man, deduces from a study of kilocycle loads in rural areas that farmers are listening closely to radio and are inclined to follow the clock despite the fact that animals and farm work go on as usual, daylight time or no daylight time [see page 46].

Of deep interest to all in radio is a survey just completed by the Bureau of Agricultural Economics. This Federal agency, in a nationwide study of war-production needs and the farmer, found that "usually farmers referred to the radio as their primary source of information on war-production needs".

The farmers are listening—and more than ever, too. City folk are listening more than they have in past years. And the lack of confusion usually resulting from a spring switch to daylight time in portions of the nation seems to be keeping more ears glued to the loudspeakers for more hours.

With autos going off the streets in the crowded east and with the rubber shortage keeping motorists elsewhere in their homes of an evening, future surveys perhaps may bring still better reports on radio listening.

Don't sell radio short!

At the Other End

AMERICA is discovering that it has a lot to learn about war. And apparently it has a lot to learn about fighting war via the shortwaves, judging by penetrating observations received by BROADCASTING from Ted Church and published in the May 18 issue.

Since last November, Ted has been American advisor to the British Broadcasting Corp. for its North American service. From his vantage point at the other end of American shortwave programs, he has reached some important—if distressing—conclusions.

The old analogy about the chef being the best judge of his own cooking doesn't always apply, a reading of Mr. Church's comments in that issue will indicate. At considerable length he pointed out how inept and misguided are many of our programs now directed abroad.

Those who direct the destinies of this country's shortwave warfare would do well to digest these observations by an experienced radio man who has heard American propaganda as others hear it.

We Pay Our Respects To —

OVETA CULP HOBBY

TOUGH ARMY officers marveled at the calmness and poise of a strikingly good-looking Texas woman who faced a formidable battery of newsreel cameras in a War Dept. conference room in Washington recently.

Secretary of War Stimson and Gen. George C. Marshall, who stood by her side, did not bear up so well under fire. They were visibly nervous and perturbed.

The woman from Texas stood in a glare of lights before a microphone, in a tangle of wiring, smiling amiably at sweating cameramen.

With poise that is not exceeded on the best Hollywood movie lots, and in a clear, firm voice that delighted the sound technicians, she spoke these words:

"In this war effort there is room for every American woman, regardless of race, color or creed."

The woman was Oveta Culp Hobby, wife of a famous former governor of Texas, mother of two children, William P. Hobby Jr., 10, and Jessica, 5.

After a year as head of the Women's Interests Section of the War Department, she had just been sworn in as director of the Women's Army Auxiliary Corps—WAAC, as it is known to the man in the street.

Microphones did not frighten the head of the first women's army in American military history because one of the positions she left to help Uncle Sam sell his men's army to the mothers of America was an executive post with one of the oldest radio stations in the South, KPRC, NBC outlet of her husband's newspaper, the *Houston Post*.

As executive vice-president of the *Post*, Mrs. Hobby worked in close collaboration with Manager Kern Tips for a number of years. Together they built KPRC into one of the South's strongest NBC outlets.

Bright lights, grinding newsreel cameras and scores of reporters asking leading questions in an atmosphere tense with excitement probably took Mrs. Hobby back to the days when she was parliamentarian of the Texas House of Representatives in Austin.

She was only 20 when she was handed the arduous job of telling Texas lawmakers what to do. She had followed in the footsteps of her father, the late I. W. Culp, brilliant Texas lawyer, who served in the well of the same house where his daughter laid down the parliamentary law.

Sitting beside the Speaker of the House, a slim girl with raven-black hair and flashing eyes, her rulings commanded respect, so much so that she held the job six years, through three sessions of the Legislature. That was from 1925 through 1931. And years later, after her marriage to former Gov. Hobby, she was called back to serve two more years.

Deep in the heart of Texas, legislators are not always gentlemanly in expressing disapproval of a parliamentary ruling. Sometimes cowboy yells ring through the house. Stamping of feet and catcalls frequently greet decisions the lawmakers do not like. But parliamentarian Hobby's rulings had a way of sticking. Speakers kept out of trouble by her firm decisions were filled with gratitude.

The head of the WAAC's, who told reporters she had no objection whatever to use of that term, was born Jan. 19, 1905, in the little Central Texas village of Killeen, near Temple, home of the famous political figure, Jim Ferguson, and hotbed of State politics. Into her 37 years she has packed a career which proves that in America women as well as men can go places and do things if they have the brains and stamina.

She was educated in public schools and Mary Hardin Baylor College. At the U of Texas she obtained a law degree and later was granted a license to practice law.

She married former Gov. Hobby in February, 1931, and quickly learned that making decisions for a legislative body is simple compared to running a metropolitan newspaper and a big radio station.

From book review editor, she rose to assistant editor and then, after seven years of varied experience in the *Post's* grimy plant in Houston, she was named executive vice-president.

Between long hours at the office and home duties which grew with an increasing family, she sandwiched a formidable program of work in civic and cultural movements. These included raising money for a university, the symphony orchestra and the Community Chest. She was a leader in arousing the citizenry and officialdom of her home city to the need for flood control, something two disastrous overflows had failed to do.

She wrote a book on parliamentary law, *Mr. Chairman*, which is still used in the schools of Texas and Louisiana to train future speakers of the house and Rotary club presidents.

Last July, when the shadow of war hung ominously over the country, she left behind her home, her jobs and her civic work to come to Washington.

"How can you afford to do this?" a friend asked her.

"How can I afford not to do it?" she asked in reply.

Her work in the Army's Women's Interests Section was a springboard to bigger things. When it became apparent an army of women would be needed to do non-combatant work which would release men for fighting, she was assigned the task of laying the groundwork.

She did that so well she has been assigned the historic mission of organizing an army of 150,000 women and girls who will serve with the Army here at home and overseas.

An unbroken record of success in other tough assignments indicates she will do a good job in this one, one of the most important tasks ever assigned to a woman in this country.

Just as proud he-men from the ranges and prairies of the Lone Star State accepted her rulings in the Texas house back in the twenties, tough soldiers who have fought in almost every quarter of this globe respect her judgment and give her their warm support.

Personal NOTES

JOHN W. G. OGILVIE, associate director of the radio division of the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee), left by plane last week for a three to four-week tour of the West Coast of South America during which he will contact radio stations and representatives of the organization.

BOB RICHARDSON, sales service manager of KWK, St. Louis, is the father of a baby girl born last week.

GEORGE L. YOUNG, auditor and assistant to the vice-president of the Fort Industry Co., owner of WSPD, Toledo, has joined the Navy as a lieutenant (j.g.).

GUNNAR O. WIIG, general manager of WHEC, Rochester, N. Y., was recently elected president of the local ad club.

WM. H. KIKER, vice-president of WTCM, Travers City, Mich., has enlisted in the Army Signal Corps.

MRS. KATHLEEN JARRELL, sales department head of KOMA, Oklahoma City, will leave in June to join the United Service Organizations. She is expected to train in New York for foreign service. Mrs. Jarrell's son, Howard, is a lieutenant in the Army Air Force.

FRANK J. LYNCH, salesman of KOMA, Oklahoma City, is the father of a baby boy.

L. W. BEWICK, general manager, CHSJ, St. John, N. B., was elected a director of the Canadian National Newspapers & Periodicals Assn. at its 23d annual meeting at Toronto recently.

LOU KEPLINGER, general manager of KSAN, San Francisco, is the father of a baby girl.

ERNEST ANDERSON, former sales promotion manager of the CBS Latin American Network, has joined the sales promotion department of the BLUE to handle presentations. Also joining that department to work on program promotion is Betty Buffe, former copywriter at Maxon Inc., New York.

ED EVANS, research manager of the BLUE, and Marion Ayers of the BLUE treasurer's office, have announced their engagement.

CLARENCE EVANS, salesman of WCBS, Springfield, Ill., has enlisted in the Army Air Corps.

IAN SMITH, navigation officer of the Royal Air Force Ferry Command, formerly on the Canadian Broadcasting Corp. production staff at Toronto, visited his former colleagues in Toronto recently.

HOWARD MEIGHAN, eastern sales manager of CBS' Radio Sales, on May 16 became the father of his first child, a girl.

PAUL LOUIS, formerly in charge of the radio division of Columbia Concerts Corp., New York, has joined the Army Air Force as a first lieutenant. During his absence, radio bookings will be under the supervision of separate divisions of Columbia Concerts.

ADE HULT, Western sales manager of MBS, recovering from an illness, is expected back at his Chicago office in July. Morris Mudge, of the Eastern sales staff, has been taking his place.

STANLEY HAIGH, salesman of KSTP, St. Paul, has joined the iron and steel branch of the War Production Board.

CHARLES E. PHELPS, formerly of the BLUE sales department, left last week for Notre Dame U where he will take a six-week course at the Naval Reserve School of Indoctrination.

CARROL W. NEELD, local sales manager of WCBS, Springfield, Ill., has been appointed civilian representative of the Naval aviation cadet selection board in Springfield to recruit 50 cadets.

Personalities that sell

Tops in rating, and in selling

Eastern time-buyers often ask—"How can so many KSO local programs do a job against network competition?"

The answer is Personalities That Sell—personalities like Dale Morgan, whose Inquiring Microphone holds the top Hooper rating (7.7) over two familiar network shows aired at the same time.

In eight years of curbstone chatter, Dale Morgan has matched wits with more than 50,000 bystanders — and has taken a few verbal lickings. But his sponsors have been consistent winners.

Recently, the "ban" moved him indoors, but did not slow him down. With studio guests and telephone interviews to replace his sidewalk celebrities, Dale is still making friends for KSO — and customers for Spark Soap.

With Iowa farm-income raised by peak wartime production, it's well to have the sales-personalities of KSO and/or KRNT working for you in Iowa's No. 1 market — Des Moines and its extensive trading area.

KSO BASIC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in
DES MOINES

Affiliated with the Des Moines Register and Tribune
Represented by The Katz Agency

BEHIND the MIKE

GEORGE A. PROVOL has been named program director of KDYL, Salt Lake City, succeeding Emerson Smith, who has joined the Army Air Force at Hill Field, Utah. Alvin G. Pack has been named assistant program director, and Russell Stewart has joined the station as an announcer.

HILTON HODGES, announcer of WIBW, Topeka, has been elected president of the Topeka Jr. Chamber of Commerce for the coming year. He has been a member of the board of directors for the past year.

MARK KINSEY, news writer of WHO, Des Moines, resigned last week to take the office of national director of aviation cadet training for Veterans of Foreign Wars.

DAVE MURPHY, program director of WKNY, Kingston, N. Y., has resigned to join WGY, Schenectady.

HOWARD RHINES, announcer of KMPC, Beverly Hills, Cal., has been elevated to chief announcer.

MARY ELIZABETH FETZEK has joined NBC Hollywood traffic department, succeeding Don Smith, who is being inducted into the Army.

LUCIEN DILUTUSH of Hollywood BLUE traffic has been inducted into the Army.

BILL VORHIS, of the program department of WBBM, Chicago, is on leave as an aviation cadet.

RUTH PANTER, formerly of CKSO, Sudbury, Ont., has joined CHEX, Peterborough Ont. as traffic manager. Irwin Morrison, also from CKSO, has been added to the announcing staff of CHEX. Gordon Keeble has left CHEX to continue musical studies in Toronto.

LT. VINCENT G. DeRITIS Jr., of the Army Air Force, recently returned to Rochester on leave and did an announcing stint on WHEC, his former station.

DICK CARLSON, newsman at WELI, New Haven, will leave shortly to join the Navy's V-5 ensign training course.

WARREN SWEENEY, CBS announcer who handled broadcasts of the recently-ended centennial season of the New York Philharmonic-Symphony Orchestra, will announce the concerts for the 1942-43 season.

WM. R. HARSHE Co., Chicago, has been appointed to handle publicity of WAIT, Chicago. Account executive is Bob Singer, formerly assistant promotion manager of *Esquire*.

PAUL PRICE, assistant to Kenneth Thomson, chairman of the Hollywood Victory Committee, and Dorothy Cordray, Los Angeles radio singer, are to be married May 28.

BILL DAY, assistant news editor of KOA, Denver, is a cadet in the Army Air Force waiting for a call to duty.

VIC BLANKE has joined the announcing staff of KOA, Denver.

WILLIAM WILLIS, publicity director of WRVA, Richmond, has been appointed an ensign in the Naval Reserve.

E. L. TYSON, sportscaster, and Edwin R. Boyes, engineer of WWJ, Detroit, are celebrating 20 years continuous service with the station.

CARL SPRINKLE, of the NBC Washington news staff, is now a private in the Army.

HUGH HARPER, continuity chief of WEIM, Fitchburg, Mass., is to report to the Army early next month.

HONEYMOONERS are Mr. and Mrs. Nathan Scott. He is the Hollywood BLUE musical director. She is secretary to the network's production manager there. They were married May 9 in Las Vegas, Nev.

KEN CARPENTER, Hollywood announcer, has been assigned to the weekly half-hour BLUE program, *Rhumba Revue*, sponsored by R. J. Reynolds Tobacco Co., during its West Coast origination.

BILL HEDGPETH, student of Wake Forest College, will join the summer announcing staff of WFNC, Fayetteville, N. C., about June 1.

HARLAN JUDKINS, formerly of KHBG, Okmulgee, Okla., has joined the announcing staff of KGGF, Coffeyville, Kan., replacing Hal Hough now in the armed forces.

ROBERT FREEMAN, head of the transcription department of WEEI, Boston, will go on a regular announcing schedule for the summer. His position will be filled by Stanley Mann, now his assistant.

JACQUES THIVIERGE, French program director of CKRN, Rouyn, Que., was married early this month in Quebec.

ALAN MELTZER, formerly of CBS, and most recently publicity director for the Government four-network series *This Is War*, last week became the father of a girl, his first child.

RED FOLEY, musician of WLS, Chicago, on leave of absence, is in business for himself booking talent and promoting a dude ranch near Peoria, Ill.

JOEL BLAKE, formerly production manager and chief announcer of WKIP, Poughkeepsie, N. Y., and staff announcer of WFAS, White Plains, N. Y., has joined the announcing staff of WPAT, Paterson, N. J.

BILL DAY, assistant news editor of KOA, Denver, will take over the station's *Sports Page of the Air* during the summer while "Poss" Parsons is on leave. Denise Smith has joined the accounting staff of KOA, replacing Jane MacWhorter who recently resigned.

CHARLES WAYNE DAMERON, m.c. of the Haymakers, hillbilly troupe of WCKY, Cincinnati, has joined the Navy in Class V-6 and will do public relations work. Bill Robbins, announcer, and June Ammon, WCKY secretary, have announced their engagement.

DOROTHY McCLINSTOCK, in the continuity department, and Jim Tetlow, mail clerk, have been added to WOWO-WGL, Fort Wayne, Ind. Evelyn Magely, formerly in the continuity department, has become secretary to Eldon Campbell, program director.

BING GILMORE, announcer of KOMA, Oklahoma City, has joined the Army Air Force at Kelly Field, Texas. He will be succeeded by Dan Bowers, formerly narrator and actor of BLUE and CBS in Chicago.

JOHN K. CHAPEL, news commentator of KROW, Oakland, left May 16 by air for a speaking tour through Mexico and Central America.

FLORENCE BALLOU, program and publicity director of WICC, Bridgeport, has been appointed statewide radio chairman for the Connecticut State Federation of Music Clubs.

FRANK SHAFFER, formerly a sportscaster of WBLK, Clarksburg, W. Va., has joined the Navy.

GENE RUBESSA has left the announcing staff of WFIL, Philadelphia, to join WNEW, New York.

ALLEN CHARLES, announcer of WIBG, Glenside, Pa., and Jane Metzger, of Salem, O., have announced their engagement and the wedding has been set for next month.

WADE BARNES, formerly of WTAM Cleveland, has joined the announcing staff of WCAU, Philadelphia.

JACK STECK, for the last six years a member of the announcing staff of WFIL, Philadelphia, has been appointed director of press relations and special events. He succeeds James Allan, who resigned to accept a lieutenancy in the Quartermaster Corps in Washington.

WILLIAM MANNS, graduate of Temple U, has joined the staff of WIP, Philadelphia, as summer relief announcer.

KANI EVAN, announcer of KPAS, Pasadena, Cal., has joined the Army Air Force.

SAM CAREY, formerly of WBOC, Salisbury, Md., has joined the announcing staff of WRVA, Richmond, Va.

WJBK
DETROIT'S LEADING INDEPENDENT STATION
250 Watts . . . 24 Hours a Day
WJBK

Walker, WSAU-WMAM, Commissioned by Army

WILLIAM E. WALKER, president of WSAU, Wausau, and WMAM, Marinette, Wis., as well as head of the advertising agency bearing his name in Madison, has been commissioned a captain in the Army. He will go on duty May 26.

Capt. Walker served as an ensign in the Navy during World War I and up to 1938 was a lieutenant (j.g.) in charge of naval intelligence in that area. He built WISJ, Madison, in 1930 and for 11 years was manager of WIBA, Madison, resigning a year ago. Capt. Walker has announced that his agency will be closed for the duration and all the accounts transferred to Arthur Towell Inc., Madison.

Harvey Rejoins KDKA

E. D. HARVEY, who was connected with KDKA, Pittsburgh, in 1929-31, has returned to that station as program director, according to James B. Rock, general manager. Mr. Harvey replaces Franklin Tooke, now serving in the Navy. Mr. Harvey started in 1927 with NBC Chicago before going to KDKA. Later he served as program manager of WCAE, Pittsburgh, in 1931 and subsequently went to New York as general program manager for all the Hearst stations.

Simon Aids Treasury

AL SIMON, publicity director of WHN, New York, has been granted a short leave by the station at the request of the Treasury to help organize a radio campaign for promotion of war savings stamps and bonds. He will join the New York War Savings Staff, and will work out of the New York headquarters of the War Bond Pledge Campaign. Bob Patt, sales promotion manager of WHN, will temporarily take over Mr. Simon's work, with Vivian Brown and Roland Hamel of the publicity staff continuing regular publicity activities for the station.

'This Is Our Enemy'

REPLACING the *Keep 'Em Rolling* program, *This Is Your Enemy*, written and produced by the radio staff of the Office for Emergency Management and designed to disclose the nature of th Axis rulers, started May 24 on MBS as a weekly Sunday night 10:30-11 period. The first show was written by Bernard Schoenfield, OEM radio director, and produced by Frank Telford, who writes the *You Can't Do Business With Hitler* series used on transcriptions on most U. S. stations. First program dealt with women in Nazi-held territory and featured Wallace Deuel, former Berlin correspondent, recounting eyewitness experiences. Other shows will also have eyewitness leads.

Ford to Manage WWPG

FRED H. FORD, formerly commercial manager of WJNO, West Palm Beach, Fla., has been named general manager of WWPG, Lake Worth, Fla. Mr. Ford has been with WJNO for four years and has a background of newspaper experience as well.

MacARTHUR'S THANKS
American Hero Grateful For Rochester Pledge

FOREMOST in the minds of those at WHEC, Rochester, was the desire to lend impetus to the city's war production program. Accordingly, the station on April 2 presented *Production for Victory*, a program dedicated to the industries and workers prosecuting the war effort at home. Simultaneously, Gunnar O. Wiig, WHEC general manager, cabled Gen. MacArthur at his headquarters in Australia:

"Bausch & Lomb Employes starting 'Make More For MacArthur' month. All Rochester war industries are blasting away 100% plus for the synonymous words, MacArthur and victory. Rochester is with you."

On April 11, the surprised Mr. Wiig received the following cable from the busiest man in the armed forces: "Appreciate greatly your fine message of April 2 which was delayed in delivery—MacArthur."

G. Albert Henderson

G. ALBERT HENDERSON, 45, assistant to the president of AFM, died May 18. He was stricken the day before while attending a meeting of the union's Pennsylvania-Delaware council at Chester, Pa. Born in Canada, Henderson was a pianist in his youth, becoming president of Toronto Local No. 149, of AFM of U. S. and Canada and a member of the executive board of the international union. For 11 years he held the job as assistant to the president of the international union.

Fulton Lewis Awards

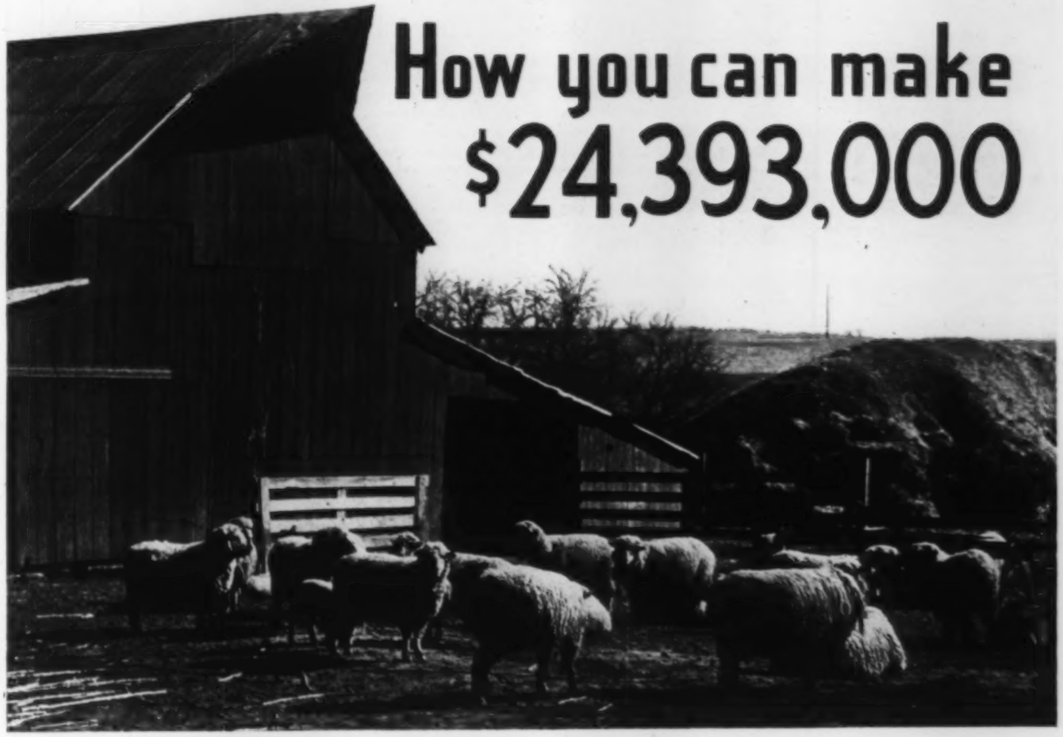
AMATEUR newscasters from 33 New Orleans high schools received "Fulton Lewis Certificates of Merit" from the MBS Washington analyst last week. The student newscasters, 300 in number, have been heard during the past school year on *Hi-Lites*, weekly broadcasts on WNOE, MBS New Orleans outlet, conducted by the station's educational director, Beverly Brown. For the occasion, Fulton Lewis jr., who has been designated by the students as their favorite commentator, recorded a two-minute speech.

Walter E. Elliott Joins Staff of C. E. Hooper Inc.

WALTER E. ELLIOTT, president of Elliott-Haynes of Canada, advertising and marketing research company, has joined C. E. Hooper, New York, in an executive capacity. Mr. Elliott will devote almost his entire time to the Hooper organization, but will retain his interest in the Canadian firm, to be actively managed by W. Paul Haynes in the Montreal office.

The addition of Mr. Elliott to the Hooper staff, according to Mr. Hooper, "is in anticipation of a series of important announcements of material expansion in the Hooper radio audience measurement service to advertisers and advertising agencies. The first of these steps was announced recently as the addition of a second report of monthly ratings on evening programs [BROADCASTING, May 18].

JIMMIE FIDLER, Hollywood commentator, has adopted a two-week old girl



How you can make $24,393,000

IT'S EASY! Raise sheep! They eat grass and brush . . . raise more sheep, and give you a bonus of high priced wool. (Or haven't you bought a suit lately?) The 678,400 farm homes in our primary area consider this $24,393,000* as "pin money" from a fifth or sixth place crop.

Even if you can't raise sheep you can still get yourself a good-sized chunk of OUR FAMILY's income by using WIBW. When it comes to "following the leader" these farm families fall right into line behind the friendly, neighborly buying suggestions they hear over WIBW.

* U.S.D.A. Crops and Markets, Feb. '42

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

WHAT
DO YOU
HEAR
FROM
MAC (Ky.)?

Probably you've never even heard *of* Mac (Ky.), much less *from!* But you *have* heard, haven't you, of the Louisville Trading Area? You know—the Kentucky market that accounts for 54% of all retail sales in the whole state! . . . And you must have heard of WAVE, too—the station that gives you *complete* coverage of the Louisville Area at *lowest* cost! Want to hear more?

LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K.C. . . N.B.C. Basic Red
FREE & PETERS, INC.
National Representatives

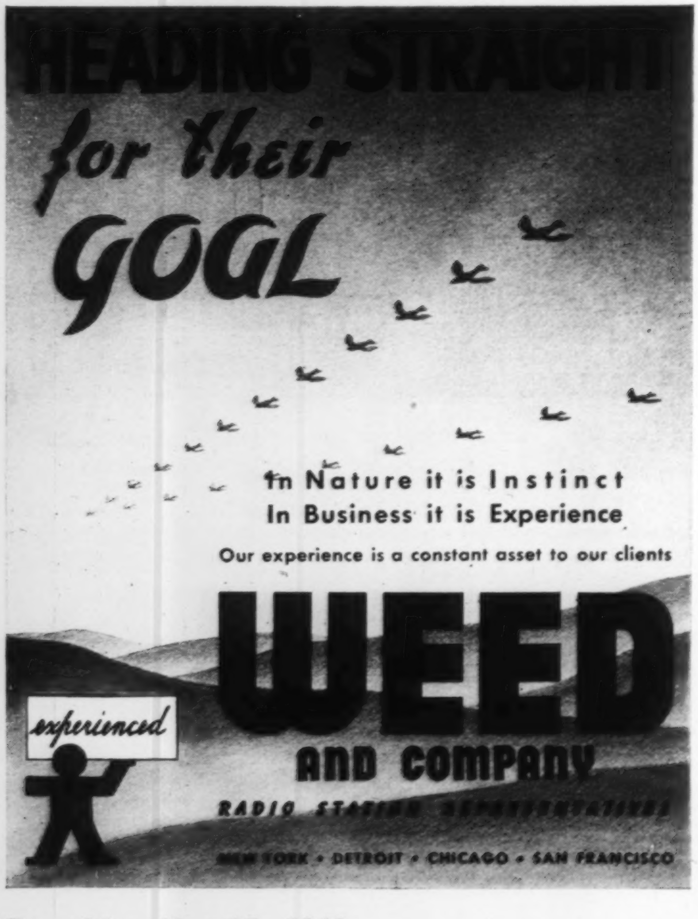
War Changes Suggested As Theme of Advertising

WAR advertising should help customers informed of changes made necessary by the war effort—how to take care of goods available, how waste is sinful and hoarding is treason, lowering the standard of living, what we can do without—according to Hugh Mackenzie, director of the Wartime Prices & Trade Board's Division of Simplified Practices in a recent speech before the Advertising & Sales Executives Club of Montreal.

"Tell your customers," Mr. Mackenzie stated, "that they must not expect service, that they must do things for themselves. Tell them these things from a national viewpoint and not from the narrow concept of one unit in one industry, and develop on a nationwide basis these underlying themes in your advertising. Finally, give a salute to Mrs. Consumer who is helping in the struggle against inflation. If you give her the credit she deserves, she will extend her help and she will repay you with her good-will."

Bond Bread in Phila.

GENERAL BAKING Co., New York (bread), on May 11 started a four-week test campaign in the Philadelphia area for Bond Bread. In addition to newspapers, live spot announcements are used at station-breaks on three local stations—WCAU, WFIL and KYW. One spot announcement is scheduled on each of the three stations, making 18 spots a week and a total of 72 announcements during the campaign. Ivey & Ellington, Philadelphia, is the agency.



In Nature it is Instinct
In Business it is Experience
Our experience is a constant asset to our clients
WEED
AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

Buyers of Time

DON BASSETT

BECAUSE a man who was about to open a broadcasting station heard Don Bassett's voice from an amateur station one Saturday evening, Don today is timebuyer for one of Canada's oldest advertising agencies—A. McKim Ltd., Toronto.

Back in 1935 Don was on the air from a friend's station. At the other end of the two-way phone talk the operator said he liked Don's voice; would he be interested in an announcing job at CJCS, Stratford, Ont.? Don took the job, his first in radio. Then Roy Thomson, now of Northern Broadcasting & Publishing Co., Timmins, Ont., bought the station, Don remained, later was moved to CKGB, Timmins, as salesman-announcer, then to develop merchandising and sales promotion in connection with national business. By Christmas of 1936 he was manager of Northern Broadcasting's Toronto office and in 1938 he moved to Montreal to open a similar office for the firm. The next year he moved back to Timmins to reorganize for the entire Northern Broadcasting group of stations in Ontario and Quebec their merchandising and sales promotion setup.

Late in 1939 he became radio director of James Fisher Adv. Co., Toronto. Last year an opportunity came to take charge of a transcription and recording company, Radio Center Ltd., Toronto, and from there he was offered the post of radio director and timebuyer of A. McKim Ltd.

Don Bassett was born at Barrie, Ont., Aug. 6, 1910. At an early age he moved with his family to Winnipeg where he went to school, later moving to Toronto, where he completed his education.

In his present post he handles national beverage and drug accounts, has done a considerable amount of work on Government wartime programs. He knows most Canadian station managers and commercial managers personally, is known to many advertising agency men in New York and Chicago through his former connections with Northern Broadcasting. When he gets time off from the work at the agency he likes to ski in winter, play golf in summer. Only recently, March 7, 1942, he married Margaret Burris, of Toronto.

More Sperry News

GENERAL MILLS, Minneapolis (Sperry flour), on June 1 starts a five-weekly quarter-hour newscast, *Sperry News by Sam Hayes*, on 6 CBS Pacific Coast stations (KNX KARM KROY KQW KIRO KOIN), Monday through Friday, 1:15-1:30 p.m. (PWT). Contract is for 52 weeks. Firm, in the interest of Wheaties, will continue to sponsor *Breakfast News by Sam Hayes* on 6 NBC West Coast stations (KPO KFI KMJ KGW KOMO KHQ), Monday through Saturday, 7:45-8 a.m. (PWT). Agency is Westco Adv. Co.

Trommer on 10

JOHN F. TROMMER Inc., Brooklyn (beer), in early May started a campaign of three to five-weekly transcribed announcements on four eastern stations, using the theme of "two-way lightness". Running through the summer in conjunction with a newspaper campaign, the spots will be placed on about 10 stations. Agency is Federal Adv. Agency, New York.

In Southern California . . .

A big,
concentrated
selling job
at surprisingly
low rates

★ Soon 10,000 Watts
KMPC ★
LOS ANGELES ★ 710 KC

Affiliated in management with WJR, Detroit, WGAR, Cleveland.
NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

BETTER FACILITIES AT WSAM FAVORED

GRANT to WSAM, Saginaw, Mich., of a frequency shift from 1230 kc. to 1400 kc. with an increase to 250 watts and fulltime operation was proposed last week by the FCC. WSAM at present is using 100 watts night and 250 day, specified hours, sharing time with WMPC, a non-commercial church station at Lapeer, Mich.

In announcing its proposed action last Tuesday, the Commission stated that while the shift would result in certain coverage losses to WSAM as well as WJLB, Detroit, these affected areas were still serviced by at least four other stations.

Also, the announcement said, a population now receiving only a parttime service would be benefitted by fulltime service. The proposed grant also stipulated WSAM would deliver one set of the crystals in its possession to a recognized manufacturer or distributor and notify the Commission of the disposition thereof.

The hearing on this application had been held prior to the announcement of the FCC's policy on April 27 with regard to use of materials for construction or changing of facilities. No question was raised under that policy. The Commission also revealed that two sets of crystals were owned by WSAM prior to Feb. 23 and that one set "may and should be made available for other uses."

Colin, Dickson Slated To Return From Lisbon

DAVID COLIN, former NBC correspondent in Rome, and John Paul Dickson, former MBS correspondent in Berlin, both of whom have been interned as aliens since the United States declared war on Italy and Germany, are among the newspapermen now in Lisbon who will be exchanged for Italian and German newspapermen held in this country.

Details of the actual exchange are secret, but it is assumed by both networks that Colin and Dickson will come to America on the Swedish ship *Drottingholm*, which has sailed for Lisbon, Portugal, with the foreign newspapermen aboard.

JEROME LAWRENCE, Hollywood writer, is author of the dramatic series, *A Date With Judy*, which starts June 23 under sponsorship of Pepsodent Co., on NBC stations, Tuesday, 10-10:30 p.m. (EWT), as a summer replacement for the weekly *Bob Hope Show*. MGM recently bought film rights to Lawrence's Columbia Workshop radio drama, *Now We Are Twenty-One*.

50,000 WATT STATION WANTS ENGINEERS

If you are a 250 chief, here is your chance. Write or wire "stating all."

BOX 513, BROADCASTING

WNRC's Awards

(Continued from page 20)

with a speed faster even than the speed of modern warfare.

"Radio's news standards were set so high that a majority of the American people voted radio its most dependable source of accurate, unbiased news. When war came, American radio was prepared and joined its country's service with the first news of Pearl Harbor."

Some of the difficulties of a few years ago in broadcasting from a Europe at war to an America that was still at peace were described by Helen Heitt of the Blue Network, whose exclusive broadcast of the bombing of Gibralter made her the only woman winner of the National Headliners award.

Advocate of Truth

Max Jordan, who formerly represented NBC in Central Europe, declared that "thanks to radio, the Nazi blackout of truth is not complete. In Italy and Germany, as well as in all the occupied countries, millions continue to 'play with death', as they put it, by listening to newscasts which reach them over foreign airwaves that are *verboten*. Millions hope for messages of encouragement and for a real challenge of their oppressors."

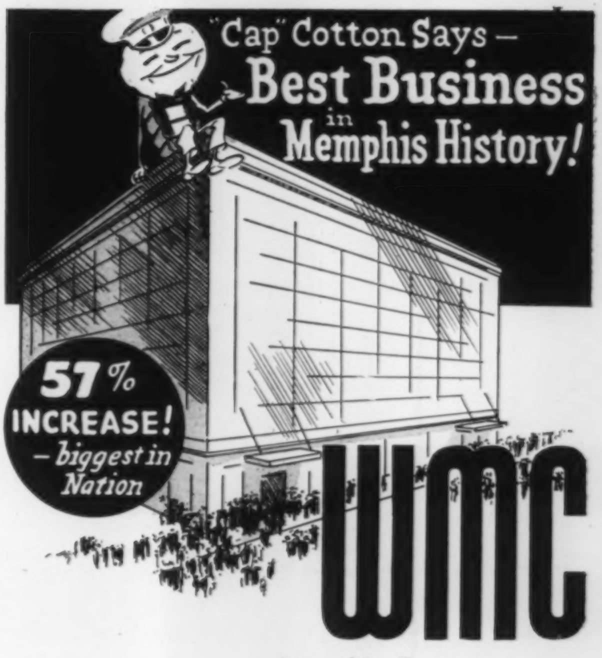
This thought was echoed by Rosemary Barck, Scandinavian member of the CBS shortwave staff, who said that when she is asked what she is trying to do with her broadcasts to Sweden, her answer has been: "To tell the truth".

Elizabeth Wayne, MBS correspondent in Java until a few weeks ago, described the outbreak of war in the Pacific as seen from Batavia, capital of the Netherlands East Indies. Alex Drier, NBC representative in Berlin who got out of Germany just 36 hours before the Jap attack on Pearl Harbor, told of conditions in Germany at that time. Maj. George Fielding Eliot, CBS military expert, and H. V. Kaltenborn, NBC news analyst, spoke briefly on their tasks in interpreting and explaining the news from abroad to their listeners at home.

Lisa Sergio, commentator of WQXR, New York, in a tribute to the foreign correspondents of radio, pointed out that Hitler's dreaded secret weapon had turned out to be "not a machine, not a gun, not a plane or a seagoing vessel, but plainly and simply the human word".

WGN Softball Team

UNDEFEATED softball team of WGN, Chicago, and *The Chicago Tribune*, has been challenged by teams in Lafayette, Ind., Sterling and Barrington, Ill., since winning from the Regimental champions of Midshipmen's school and two teams from Navy Pier, Chicago. Team members of WGN are: Bob Elson, announcer, pitcher who holds the batting lead; Stan Kramer and Milt Heidrich, publicity writers; Leroy Olliger, sound effects engineer; Dick McNeely, newscaster.


"Cap" Cotton Says –
Best Business in Memphis History!
57% INCREASE! – biggest in Nation
WMC

Memphis, Tennessee
5000 Watts Day • 1000 Watts Night

Sales Management Magazine, one of the nation's top business forecasters and analysts, stated that Memphis' increase in retail sales for the 12 months ending February 28, 1942, will lead every other big city in the country!

The survey showed Memphis with an increase of 57 per cent . . . a gain of $86,900,000.00 in retail sales . . . representing the best business year in Memphis' entire history.

Get your share of this big business in the Memphis market. Tell your story over WMC, the dominant station in a dominant territory.

•

NBC RED NETWORK

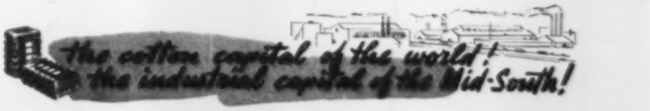
•

OWNED AND OPERATED BY
THE COMMERCIAL APPEAL

•

REPRESENTED NATIONALLY BY
THE BRANHAM CO.

Member of
South Central Quality Network
WMC—Memphis, WJDX, Jackson, Miss.
KWKH-KTBS—Shreveport
WSMB—New Orleans
KARK—Little Rock


the cotton capital of the world!
the industrial capital of the Mid-South!

WHEN YOU SEE *this*—

Only then YOU'LL SEE A LOWER COST THAN WTAM'S $.000073 *per* FAMILY

Compare WTAM's cost per family with each and every Station or *combination* of Stations in the Cleveland Area. First, divide the 15 minute Daytime Rate of each station by the number of families each claims in its Primary Area. Then, check the Surveys for actual listeners. WTAM leads. All day . . all night . . all week. *First* in coverage but *lowest* in cost per listener. That's why WTAM is *first* choice of smart time buyers, local, spot and network, coast to coast.

WTAM
CLEVELAND-OHIO

50,000 WATTS
NBC RED NETWORK
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

Servicemen Salute Is Planned by GE

Newspapers and Stations Join In New Shortwave Series

ARRANGED by various newspapers throughout the country, many of them station operated, and directed to the "Men in Service" through General Electric's three powerful shortwave stations, a new series of programs will be inaugurated June 6, 11:30 p.m. (EWT), and continue weekly for the next year or more. So that the men in service may be able to receive them, no matter in what part of the world they may be stationed, each program will be broadcast three different times from KGEI, San Francisco; twice from WGEA, and once from WGEO, both in Schenectady.

The initial program, of one-half hour, will originate in Washington, and will be arranged by the *Washington Star* (WMAL). It will be broadcast locally in that city and then recordings will be rushed to both Schenectady and San Francisco for rebroadcasting over shortwave one week from the date of the longwave program. Thus the program in Washington on June 6 will not be shortwaved until June 13.

Shortwave Schedule

The schedule of the shortwave broadcasts which will be the same every week as follows:

KGEI — Saturdays, 1:30 a.m. (PWT), for Alaska, Hawaii, the islands of the Pacific and the Antipodes; 8 a.m., (PWT), for China, Burma, India etc.; 7 p.m. (PWT), to the Canal Zone and South America.

WGEA — Saturdays, 6:30 p.m. (EWT), for Australia, South America, Newfoundland and Iceland; Sundays, 12:30 p.m. (EWT), for Ireland and England.

WGEO — Saturdays, 6:30 p.m. (EWT), for Australia South America and Newfoundland.

The programs wil consist of entertainment, including music, songs, greetings from the chief executive of the city in which the program originates and from the editor or publisher of the newspaper sponsoring the program. It is also planned to have personal greetings sent from some of the mothers and sweethearts of the men in service.

Among newspapers which have agreed to sponsor programs are: *New York Sun*, *St. Louis Post-Dispatch* (KSD), *Knoxville News-Sentinel* (WNOX), *Albany Times-Union* (WABY-WOKO), *Minneapolis Star-Journal*, *Indianapolis Star*, *Buffalo News* (WBEN), *Atlanta Journal* (WSB), *Richmond News-Leader* (WRNL), *Kansas City Star* (WDAF), *Memphis Commercial-Appeal* (WMC), *Boston Traveler*, *Rochester Times-Union* (WHEC), *New Bedford Standard-Times* (WNBH), *Manchester Union*, *Jamestown Post-Journal*, *Hartford Times* (WTIC), *Syracuse Post-Standard*, *Elmira Star-Gazette* (WESG), *Niagara Falls Gazette* (WHLD), *Watertown Times* (WWNY), *Worcester Telegram* (WTAG), *Waterbury Republican* (WBRY), *Portland Press - Herald* (WGAN), *Battle Creek Enquirer & News* (WELL), *Poughkeepsie Eagle-News*, *Springfield (O.) News & Sun*, *Columbus Dispatch* (WBNS).

ANOTHER ANNOUNCERETTE, Evelyn Fulwiler, takes her place behind the mike to become the first woman announcer of KRBC, Abilene, Tex. Only 20, Miss Fulwiller, joined the station last fall as a typist, later was placed in charge of traffic, and finally was assigned to announcing chores.

New Amplifier

ENGINEERING department of KSFO, San Francisco, has designed and installed a new type limiting amplifier, popularly known as the compressor type of amplifier, said to increase the station's power. It was supervised by Allan A. Kees, audio engineer of KSFO. The new amplifier will allow a 20% increase in signal availability for receivers over the present commercial type, it is claimed. In addition, it is said to supply a cleaner audio channel to the transmitter. The equipment is compact in size, being encased behind the standard 19 x 10½-inch relay panel. The front of the amplifier is of the modern design. The panel indicator and dials are calibrated in decibels with complete indication of the degree of compression.

LOCAL LOYALTY
BUILDS SALES RESULTS
•
TO GET THAT LOYALTY
PLACE YOUR
ADVERTISING
on
WING
The DAYTON, O. Station
5000 Watts Day and Night
The Blue and NBC Nets

Purely PROGRAMS

FAMOUS SCRIPTS are revived and new shows are presented on a weekly series heard on WMCA, New York, titled *Prevues & Encores Theater*. Works by Norman Corwin, Ted Kay, M. Bentcover, Ranald MacDougal, Ed Byron and Joel O'Brien are scheduled. Producer is Mr. O'Brien, formerly production assistant on the *26 by Corwin* programs on CBS, and currently writing *We the People*, sponsored on CBS by Gulf Oil Corp.

* * *

Purely Propaganda

FRANKLY admitting that it is propaganda, KSTP, St. Paul, has launched a new series which goes into the origins of wartime intelligence and traces developments to the present day. First of the broadcasts was titled *Propaganda Broadcast*. Bill Murphy produces and talent is drawn from the little theatre movement at the U of Minnesota.

* * *

Oklahoma Morale

DESIGNED to keep high the morale of Oklahomans, *Listen Mr. Smith*, has started on KOMA, Oklahoma City. Station reports the program was instituted at the suggestion of OFF Director Archibald MacLeish. Scripts are handled by John Woodworth while dramatization is done by Mac Fuller, Dave Hudson and Amzie Strickland.

Price Control

INFLATION is the subject of a new weekly series of forum broadcasts on the Canadian Broadcasting Corp. network starting May 25. Planned to explain and criticize anti-inflationary measures of the Government, the programs will be aired weekly as a *Farm & Labor Forum*, will deal with the how and why of price control. Workers and farmers will have their say in this educational series and listeners' questions will be answered by speakers familiar with the problems of industry and agriculture.

* * *

Victory Is the Goal

AS PART of its "Win the War" campaign, the Greater New York Industrial Union Council of the CIO has started a weekly series on WQXR, New York, designed to "promote decisive victory over the Axis". *Win the War* presents 20-minute dramatizations of "the war effort of all the people", with scripts prepared by members of the Council's constituent unions, in cooperation with the Newspaper Guild of New York. Professional coaching for the writing is provided by Peter Lyon, writer of such network shows as *Are You a Missing Heir*, on CBS; *Cavalcade of America*, on NBC. Paul Stewart, formerly movie director, now free-lance radio producer, is supervising production.

Nearby Resorts

INFORMING listeners of nearby vacation spots within easy access of St. Louis, WEW is conducting a special program aired by Charles Stradley, the roving reporter of weekend tours. Stradley has made a coverage of all available vacation spots that can be reached, enjoyed and returned from in one day without abusive use of the car, gas or tires. From this welter of information he prepares his thrice-weekly broadcasts.

* * *

Yankee Lore

MARY JANVRIN, *Sunday Songstress* of WHEB, Portsmouth, N. H., has become the station's *Miss Mary Melody*. Her *Story Book Time*, a new series, is broadcast every Wednesday afternoon at 5:15 p.m. presenting a quarter-hour of true stories based on New England lore and tradition illustrated with her own songs. The program is essentially for children, but adult lovers of provincial history have received it with much enthusiasm, according to fan mail.

* * *

For Women's Morale

TO UPLIFT morale of war workers' wives, WGY, Schenectady, is offering the weekly program, *Women's War Forum*. Each week women whose husbands are engaged in war work appear with leading women writers. Speakers on the program have included Katherine Fisher, director of Good Housekeeping Institute; Clara Savage Littledale, editor of *Parents Magazine*; Inez Robb, INS feature writer and Carmel Snow, editor of *Harper's Bazaar*. Program is produced by Charles Kebbe.

Free Bonds

DEFENSE Bond giveaway of $1,050 each week, sponsored by 50 independent movie houses in Philadelphia as the Bonds for Victory Radio Theatre Co. will begin May 28 on WIP, Philadelphia. The giveaway was originally scheduled to start last month over WPEN, Philadelphia, but it is understood the program was held up over lottery objections raised by postal authorities. From a registration list gotten up by the sponsoring theatres, three calls are made by telephone, with two $25 bonds for the first two completed calls and the $1,000 bond for the third call. Bond money on any uncompleted call is turned over to a war charity. Placed through H. M. Dittman Agency, Philadelphia.

* * *

Choice of Records

CUING listeners to young men's tastes, Indiana State Teachers College has developed a novel program over WBOW, Terre Haute. Each student brought his favorite phonograph record and a portion of each record was played over the air and discussed by the students assembled with a view to including each disc in a package to be sent to Army & Navy camps. Listeners are urged to form similar groups and donate records for similar packages, being advised to follow the tastes indicated by the student participants in the program. Dr. Clarence M. Morgan, Hoosier Schoolmaster of the Air, directs the program.

DISMISSAL of application for a new local station in Alice, Tex., originally submitted by the Walmac Co., operator of KMAC, San Antonio, was granted last Tuesday by the FCC.

In St. Louis

More MUSIC

More NEWS

More SPORTS

Than Any Other Network Station

ST. LOUIS

KWK — MUTUAL

Price Ceiling in Canada Reduces Premium Offer

SOME PREMIUM offers are due to go off the air in Canada as the result of price ceiling regulations. First intimation of this development came to CJCA, Edmonton, Alta., when it received a letter from the Vancouver office of the Wartime Price & Trade Board pointing out that under price ceiling regulations premium offers on commodities under ceiling regulations may not be made.

CJCA was carrying the quiz show *Dollars for Scholars* for a local baker through Cockfield Brown & Co.'s Vancouver branch office. The regulation also does not allow the giving of war saving stamps as prizes in lieu of cash. A similar order from the Wartime Price & Trade Board is understood to have been given CFCN, Calgary, carrying the same program.

CAMPAGNA RETURNS

Paralysis Victim Now Active On Staff of WDAY

Mr. Campagna

WHEN infantile paralysis struck Ted Campagna he turned from the role of active athlete to sports announcer. Afflicted in 1940, Campagna has become sports director and announcer at WDAY, Fargo, N. D., reviewing daily sports events with two daily broadcasts.

As an athlete, Campagna, native of Bismarck, N. D., was an all-around star at Mayville State Teachers College, winning four letters each in football and track. In 1931 he was light heavyweight champion of the North Dakota Golden Gloves tourney. Later he became a boxing coach at the Fargo YMCA and also coached high school football. At another time as a former district WPA supervisor of recreation he also directed organized recreation work in 16 North Dakota counties. He is married and has two children.

News Schedule at WSAI

A NEWS broadcasting policy was inaugurated last Monday by WSAI, Cincinnati, calling for a schedule of 23 newscasts from 6 a.m. to 1 a.m. and put into effect by Jimmy Leanord, program director. Three network shows are included: NBC's news roundup at 8 a.m.; a similar program at 7:45 p.m. and Ernest K. Lindley, editor of the Washington bureau of *Newsweek*, and William Hillman, foreign analyst, heard from Washington at 11 p.m. Programs originating from the WSAI newsroom will be handled by Michael Evans, Jay Sims, John Cornell and Milton Chase, the latter being former head of the United Press bureau at Shanghai. Most of the news programs are on the hour and half-hour.

"I understand you're interested in the Catskills"

THE name's Van Winkle. Just thought I'd drop by to give you a tip or two about them hills and the surroundin' territory. You probably know that it's mighty fine country—prosperous farms, busy cities.

But don't go to sleep at the reins, podner. You don't find your "dream market" at any one spot up there. Albany's a fine market, sure. And Utica and Schenectady and Troy and Pittsfield sure ain't whistle stops. But it's only when you take those good markets and put 'em all together and then throw in those fat farmlands in between that the statistics really take on wings. It takes power, podner, undiluted 200-proof power, to make a ten-strike market out of that Catskill country.

And of course you know what that means. That means WGY, 'cause it's the only 50,000-watt station in those parts. It's the only one with power enough to deliver the market you're lookin' for.

Incidentally, podner, WGY's a mighty popular station up that way. It's been there the longest—20 years. It's done a lot of big things for radio—was the first 50,000-watt station and the first to experiment with 100 and 200 kilowatts. And the folks have gotten themselves into a pretty strong WGY listening habit, 'cause it's the voice they listen to when they want to hear those popular NBC Red programs.

WGY-70

WGY

The General Electric Station

Represented Nationally by NBC Spot Sales Offices

Studio Notes

WHEB, Portsmouth, N. H., has instituted a servicemen's studio in the local USO building which serves the personnel of five harbor defense camps, a marine barracks and the Portsmouth Navy Yard. Programs will feature soldiers, sailors and marines along with station talent brought to the studio for visual talent. Already several programs have originated from the studio featuring the voice of a draftee, Pvt. Dave Thomas, the *Singing Soldier*.

WSM, Nashville, recently broadcast a 30-minute program from the historic "Hermitage" on the occasion of the Annual Wholesale Grocers' Convention. Theme of the program was Food in Defense.

KGBS, Harlingen, Tex., opened May 10 its Hidalgo County Studios in the Casa de Palmas Hotel.

WKRO, Cairo, Ill., reports that nearly a quarter of a million was raised for the sale of war bonds and stamps on the eve of the state-wide pledge campaign when the station conducted its two-hour radio rally for the drive. Listeners 'phoned pledges and requests for bond purchases direct to the studios.

WSGN, Birmingham, featured four direct broadcasts during the first annual Northern Alabama Fat Stock Show May 8-9. Interviews of 4-H Club and FFA boys and girls whose calves participated were broadcast. WSGN provided the talent for a floor show which accompanied the Show's banquet. WSGN is also sponsoring the appearance of the winning calf and its owner at the International Livestock Show and the 4-H Club Congress, scheduled this year for Chicago.

WEIM, Fitchburg, Mass., in cooperation with the Fitchburg State Teachers College is airing a weekly civilian morale series, *Rally Round the Flag*. Program features two speakers from local organizations telling what their group is doing for the cause with music furnished by the school's ensemble and double quartet.

KOIN, Portland, was recently honored when its chorus was flown to Vancouver, B. C., for a three-day engagement before a district Rotary convention. The invitation came as a result of a performance by the singers before a gathering in Portland, two years ago, attended by British Columbia delegates.

MOTHER'S DAY provided the theme for a recent program over KBWD, Brownwood, Tex., when 150 soldiers from Camp Bowie developed the material for listening mothers. The soldiers were interviewed by KBWD announcers and Sgt. George Jacobson of Minneapolis, acted as m.c. Feature of the broadcast was a talk by Sgt. Rudolph Fellner, an Austrian refugee, who spoke to the mothers as an alien whose last news of his mother came from a concentration camp in Austria. Music for the program was alternately furnished by two service bands and production was handled by A. D. Whisenant, KBWD program director.

A PLAN is being worked out to broadcast shows which will be given at the Stage Door Canteen which will be opened in Philadelphia June 15 in the basement of the Academy of Music. To help defray expenses of the servicemen's rendezvous, the programs will be sponsored. Several concerns are interested in becoming the sponsors, and it is understood Bonwit Teller & Co. department store, will be the sponsor for a weekly half-hour broadcast on WCAU.

KOIN, Portland, Ore., is sending *From U. S. to You-All*, Tuesday through Saturday at 3 a.m., to servicemen in far flung posts. Program is in the nature of an open letter and is conducted by Bob Harris.

WWV
JJ
WJR
RUMOR BOX

RUMOR BOX is the contribution of Jack Laffer, WJR, Detroit, and he suggests that radio stations will find it an instrument of value. The inside of the rumor box is heavily lined with felt as is the mouthpiece and any word spoken into it is immediately killed. Laffer advises announcers to have one handy for use in stifling military secrets, false rumors, gossip, criticism based on ignorance, thoughtless statements and loose talk of all kinds.

HISTORY is being made at the mikes of WWVA, Wheeling. In a novel broadcast May 17 they carried the presentation of an honorary degree by Bethany College to Maj. Gen. Richard K. Stuherland, chief of staff to Gen. Douglas MacArthur. Then when officials of the Navy recently arrived by water in Wheeling, for what is claimed to be the first time in naval history, WWVA was again on hand with its mike. The occasion marked the presentation of an "E" award to the Wheeling division of the Continental Roll and Steel Foundry Co.

MORT LAWRENCE, who conducts the all-night recorded *Dawn Patrol* for the Pep Boys on WIP, Philadelphia, has now geared his program for national defense and has designed it to reach all-night workers in defense plants by offering mental relaxation and off-time entertainment. In addition to the recorded music, the *Dawn Patrol* now includes many rebroadcasts of popular Government programs heard during early evening hours.

WSRR, Stamford, Conn., has started a new series for the local Civilian Defense Volunteers Office. Built around a forum of volunteers headed by Stanley High, the forum discusses problems of local defense, how they will be met, and how each citizen of the city can find a place in the organization. The program is produced by Bill Voss, program director of WSRR.

CLAIMED the first broadcast from the Federal courtroom in Macon, WBML, Macon, on May 1 aired the naturalization of more than 50 aliens through permission of Judge Bascom S. Deaver, judge of the Middle District Court of Georgia. Program was arranged by WBML and the Americanization Committee of the American Legion. It was also claimed that this was probably the first broadcast of such ceremonies in this country.

MILITARY MARRIAGE was on the air over KDYL, Salt Lake City, when Mamie Mott Lance of Salt Lake City, became the bride of Sgt. Albert Schoenbeck, Reedsburg, Wis. Before an audience of 400 fellow soldiers, the groom and his bride were married by Lt. Col. Clarence Neslen, post chaplain. The marriage was part of the station's weekly program, *You're In the Army Now*.

FROM 3,000 to 5,000 messages are handled daily by NBC's "network within a network"—the telegraph division of the traffic department, which is in direct teletype contact with 240 radio stations, as well as with the Army, Navy, press associations, newspapers, advertising agencies and other points. The messages consist mainly of program details, schedules, cues, publicity and occasionally entire scripts. The system operates on a monthly budget of $20,000, excluding salaries, and is headed by H. A. Woodman.

WIBW, Topeka, which has been conducting *Aria Auditions*, produced under auspices of the Cincinnati Opera Co. to discover new opera talent, reports that auditions have been completed. Minerva Davis, mezzo-soprano, was declared winner and is to have her voice transcribed for competition in the zone finals at Kansas City, May 20. Miss Davis will be sent in person to Cincinnati to compete with 11 other zone winners. Four winners are to be selected and will be given professional opera roles this summer. Maudie Schreffler, music director of WIBW, conducted and supervised auditions.

THREE MBS programs which have been shifted to new times are: Fulton Lewis Jr.'s *Production for Victory*, from Thursday to Wednesday, 9:15-9:30; *Mystery Hall*, from Sunday, 6:30-7 p.m. to 7:30-8 p.m.; *Nobody's Children*, from Sunday, 7:30-8 p.m. to 6:30-7 p.m.

KTSA, San Antonio, on May 12 sponsored a personal appearance of Cecil Brown, CBS foreign correspondent, at the San Antonio Municipal Auditorium. Station reports that almost 6,200 seats were sold for the event with net proceeds donated to the Medical Fund for Civilian Defense. An open forum followed the talk.

ED MASON, farm program director of WLW, Cincinnati, attended a meeting in Chicago last week of AAA chairmen from the 48 states. Purpose of the conference which lasted three days was to map the nation's 1943 farm program and make an inventory of the 1942 food stocks.

WIAC

580 Kc. • 5000 Watts

"First on all Puerto Rico Dials"

Box 4504

San Juan, P. R.

dominant
...on all counts

WMAQ is the station most Chicagoans listen to most.

WMAQ is the station which carries 7 of the 8 most popular programs on the air.

WMAQ is the station most people in 33 important trading centers listen to most.

WMAQ is the Chicago station listened to most in 9 metropolitan centers.

WMAQ is the station that most people in 123 counties of Illinois, Indiana, Michigan, Iowa and Wisconsin listen to most.

And as a consequence, it is the best vehicle for your sales message in the Nation's second market.

WMAQ *Chicago*

Key NBC Network Station in Chicago

Represented by NBC Spot Offices in

New York Chicago Boston Washington Cleveland
Denver San Francisco Hollywood

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHN, New York

American Chicle Co., New York, *sa* weekly, thru Badger, Browning & Hersey, N. Y.
American Cigarette & Cigar Co., New York (Pall Mall), *sa* weekly, thru Ruthrauff & Ryan, N. Y.
American Institute of Food Products, New York, 5 *sp* weekly, thru Scheck Adv. Agency, Newark.
B-C Remedy Co., Durham, N. C., *ne* weekly, thru Chas. W. Hoyt Co., N. Y.
American Tobacco Co., New York (Lucky Strike), *sa* weekly, thru Lord & Thomas, N. Y.
Beecham Pills Inc., New York, *sa* weekly, thru Atherton & Currier Inc., N. Y.
Beechnut Packing Co., Canojaharie, N. Y. (Beechnut Nut gum), *sa* weekly, thru Newell-Emmett Co., N. Y.
Eastern Wine Corp., New York (Chateau Martin), *sa* weekly, thru H. C. Morris & Co., N. Y.
Great A & P Co., New York, *sa* weekly, thru Paris & Peart, N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), *sa* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Hecker Products Corp., New York (Force), 5 *sp* weekly, thru Duane Jones Co., N. Y.
Thos. Leeming & Co., New York (Baume Bengue), *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Pepsi-Cola Co., New York, *sa* weekly, thru Newell-Emmett Co., N. Y.
Shell Oil Co., New York, *sa* weekly, thru J. Walter Thompson Co., N. Y.

KFRC, San Francisco

Van Camp's, Oakland, Cal. (Tenderoni), 78 *sa*, thru Calkins & Holden Adv., New York.
Federal Insured Savings & Loan Assn., San Francisco, 3 *sp* weekly, thru Leon Livingston, San Francisco.
Liggett & Myers Tobacco Co., New York (Chesterfields), 42 *ta* weekly, thru Newell-Emmett Co., N. Y.
Standard Beverages, San Francisco (Par-T-Pak), 3 *ta* weekly, thru Emil Reinhardt Adv., Oakland, Cal.
Petri Wine Co., San Francisco, 5 *sa* weekly, thru Erwin, Wasey & Co., San Francisco.
Safeway Stores, San Francisco (Nu Made Mayonnaise), 5 *sa* weekly, thru Lord & Thomas, San Francisco.
Hecker Products Corp., New York (Shinola Jet Oil), 5 *ta* weekly, thru Benton & Bowles, N. Y.
Procter & Gamble, New York (Lava soap), 5 *ta* weekly, thru Biow Co., N. Y.
Par Soap Co., Oakland, Cal. (soap), 5 *sa* weekly, thru Brisacher, Davis & Staff, San Francisco.
Pacific Brewing & Malting Co., San Jose, Cal. (Weiland's beer), 6 *sa* weekly, thru Long Adv. Service, San Francisco.
Lever Bros. Co., New York (Swan soap), 10 *sa* weekly, thru Young & Rubicam, N. Y.

KHJ, Los Angeles

Procter & Gamble Co., Cincinnati (Lava soap), 9 *ta* weekly, thru Biow Co., N. Y.
Loma Linda Food Co., Arlington, Cal. (food products), weekly *ta*, thru Gerth-Pacific Co., Los Angeles.
A. S. Boyle Co., Los Angeles (Harmony Vitamins), 3 *sp* weekly, thru J. Walter Thompson Co., Los Angeles.
Van Camp's Inc., Indianapolis (Tenderoni), 5 *sp* weekly, thru Calkins & Holden, N. Y.
Coast Federal Savings & Loan Co., Los Angeles (finance), 3 *sp* weekly, thru Robert F. Dennis, Los Angeles.

WMAL, Washington

Ford Dealer Adv. Fund, New York, *sa* weekly, 4 weeks, thru McCann-Erickson, N. Y.
Larus & Bros. Co., Richmond (Edgewood tobacco), *sa* weekly, 13 weeks, thru Warwick & Legler, N. Y.
Plough Inc., Memphis (proprietary), 6 weekly *ne*, 52 weeks, thru Lake-Spiro-Shurman, Memphis.

KMPC, Beverly Hills

Pan-American Coffee Bureau, New York (coffee), 25 *ta* weekly, thru Buchanan & Co., N. Y.

KSFO, San Francisco

Walter N. Boysen Co., Oakland, Cal. (paints), 5 *sp* weekly, thru Emil Reinhardt, Oakland.
Anglo California National Bank, San Francisco (banking), 78 *sa*, thru Ruthrauff & Ryan, San Francisco.
Golden State Co., San Francisco (creamery products), 6 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.
Petri Wine Co., San Francisco (wines), 18 *sa* weekly, thru Erwin, Wasey & Co., San Francisco.
Wellman Peck & Co., San Francisco (wholesale grocers), 5 *sa* weekly, thru Botsford, Constantine & Gardner, San Francisco.
Hollywood Film Studios, Hollywood, 5 *sp* weekly, thru Raymond R. Morgan Co., Hollywood.
Lyon Van & Storage Co., San Francisco (moving), 2 *sp* weekly, thru BBDO, Los Angeles.
San Francisco Floral Industries, San Francisco, 6 *sa* weekly, thru Kelso Norman, San Francisco.
A. S. Boyle Co., San Francisco (Snarol), 5 *sa*, thru J. Walter Thompson Co., San Francisco.
National Funding Corp., San Francisco (loans), 48 *sa* weekly, thru Smith & Bull, Los Angeles.
Colonial Dames, Los Angeles (cosmetics), 3 *sa* weekly, thru Glasser-Gailey & Co., Los Angeles.
Bank of America, San Francisco (banking chain), *sp*, direct.

WDZ, Tuscola, Ill.

Berghoff Brewing Corp., Fort Wayne, Ind., 6 *t* weekly, 13 weeks, L. W. Ramsey Co., Chicago.
Old Ben Coal Corp., Chicago, 10 *t* weekly, 26 weeks, thru J. R. Hamilton Adv. Agency, Chicago.
Goebel Brewing Co., Detroit, 3 *t* weekly, 13 weeks, thru Brooke, Smith, French & Dorrance, Detroit.

KNX, Hollywood

Larus & Bros. Co., Richmond, Va. (Edgewood tobacco), 6 *ta* weekly, thru Warwick & Legler, N. Y.
Van Camp's Inc., Indianapolis (Tenderoni), 8 *ta* weekly, thru Calkins & Holden, N. Y.
Quaker Oats Co., Chicago (pancake flour), 3 *t* weekly, thru Ruthrauff & Ryan, Chicago.

WOWO-WGL, Ft. Wayne

Lehn & Fink Corp., New York (Hinds Honey & Almond Cream), 50 *ta*, thru William Esty & Co., N. Y.
Deisel-Wemmer-Gilbert Corp., Detroit (San Felice Cigars), 20 *sp*, thru Century Adv. Agency, Detroit.

WMAQ, Chicago

Walgreen Drug Co., Chicago, 6 *sp* weekly, 13 weeks, thru Schwimmer & Scott, Chicago.
Ward Baking Co., Chicago, 7 *sa*, thru W. E. Long Co., Chicago.

WRC, Washington

Breyer Ice Cream Co., Philadelphia, *sa* weekly, 52 weeks, thru McKee & Albright, Philadelphia.

WJZ, New York

Drake Bakeries, New York (Drake's Cakes), 2 *sa* weekly, 5 weeks, thru Young & Rubicam, N. Y.

WKWK, Wheeling

Pittsburgh Brewing Corp., Pittsburgh, 3 *t* weekly, 13 weeks, thru Smith, Taylor, Jenkins, Pittsburgh.
Continental Baking Co., New York (Wonder Bread), 12 *sa* daily, 10 weeks, thru Ted Bates Inc., N. Y.
Beech Nut Packing Co., Canojaharie, N. Y. (Beechnut gum), 4 *sa* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.
Martin & Pine Co., Cleveland (Day's Pine Cleanser), 5 *sa* weekly, 10 weeks, direct.
Brewing Corp. of America, Cleveland (Black Label), 5 *sp* and *t* weekly, 13 weeks, direct.
Stanback Co., Salisbury, N. C. (headache powders), 21 *sa* weekly, 52 weeks, direct.

WEEI, Boston

Charles Gulden Inc., New York (mustard), 3 *ne* weekly, thru Charles W. Hoyt Co., N. Y.
Richard Hudnut, New York (DuBarry Success Course), *sa* weekly, thru G. Lynn Summer Co., N. Y.
Oakland Chemical Co., New York (Dioxogen Cream), *sa* weekly, thru Wortman, Barton & Co., N. Y.
Ringling Bros. & Barnum & Bailey Circus, *sa* weekly, direct.

KFI, Los Angeles

Hecker Products Corp., New York (Shinola, Jet-Oil), 5 *ta* weekly, thru Benton & Bowles, N. Y.
Chr. Hansen Labs., Little Falls, N. Y. (Junket), 3 *sp* weekly, thru Mitchell-Faust Adv. Co., Chicago.
Lady Esther Co., Evanston, Ill. (cosmetics), 4 *sa* weekly, thru Pedlar & Ryan, N. Y.
Mac's Super Gloss Co., Los Angeles (auto polish), 3 *ta* weekly, thru Elwood J. Robinson Adv., Los Angeles.

WBBM, Chicago

Schutter Candy Co., Chicago, 6 *sa* weekly, 23 weeks, thru Rogers & Smith, Chicago.

'Perfect Crime' Back

RETURNING to the *Johnny Presents* show on NBC, after a year's absence, Philip Morris' the *Perfect Crime* will be heard on the program each week, starting May 26, replacing Tallulah Bankhead's series of playlets, which went off the air May 19. The *Perfect Crime*, a series of detective episodes, with action taking place at the morning lineup at police headquarters, made its debut September, 1938 and ran through March, 1941. Listeners are given time to figure out the correct solution of the crime towards the end of the program before the case is explained. Philip Morris & Co. Agency is Biow Co., New York.

JOHN E. PEARSON Co., has been appointed national representative of KSAL, Salina, Kan., and KGGF, Coffeyville, Kan., effective May 15.

KGIR
KPFA
KRBM
Z NET
NBC AFFILIATES

It's smooth riding in Montana this way

Adv.

Esso Will Sponsor Army-Navy Game

Company Pays $100,000 and Will Split Sponsorship

FOR THE first time in the history of the traditional Army-Navy football game, the 1942 contest will be heard under commercial sponsorship, according to J. A. Miller, manager of the advertising-sales promotion department of Standard Oil Co. of New Jersey.

The company is paying $100,000 for broadcasting rights. Of this amount $50,000 will go to the Army Emergency Fund and $50,000 to the Navy Relief Society. In Annapolis, the arrangement was announced by Cmdr. L. S. Perry, graduate manager of athletics of the Naval Academy.

To Share Sponsorship

As the company, which sells Esso products, only markets them in 18 Eastern States and the District of Columbia, Mr. Miller, in his announcement stated that "it seemed inappropriate for Standard Oil Co. of New Jersey to handle the broadcast in all the rest of the 48 State. The Army and Navy officials have agreed to our suggestion," he continued, "that other companies who market products in those States be invited to share the sponsorship with Standard."

Supplementary sponsors are being lined up in the 30 States under supervision of Marschalk & Pratt, New York, agency handling Esso Marketers radio advertising. Selections of co-sponsors will be subject to the approval of Army and Navy officials.

No details as to the network carrying the game Nov. 28 from Municipal Stadium, Philadelphia, have been announced but it is reported that all four major networks may be used together with shortwave facilities for the benefit of the armed forces in all parts of the world.

'Raisin Bran' Suit

UNTIL the court may decide, a temporary restraining order has been issued against General Foods Sales Co. to prevent use of the trade mark "Raisin Bran" anywhere in the U. S., at the instigation of the Skinner Mfg. Co. According to the complaint, Skinner maintains it has sold special products under that trade mark since 1925, whereas it alleges that General Foods since Jan. 1, 1942, has used the name for a similar product, without authority.

Kerr Summer Spots

KERR GLASS MFG. Corp., Los Angeles (Mason jars), in an eight-week summer campaign started May 18 is sponsoring five-weekly participation in *Magic Kitchen* as well as in *Early Birds* on KMBC, Kansas City, with daily one minute live announcements on WIBW, Topeka, and WSB, Atlanta. Other stations will be added to the list starting June 1. Agency is Raymond R. Morgan Co., Hollywood.

Radio Advertisers

PEP BOYS of California, Los Angeles (auto supplies), on May 10 started sponsoring a seven-weekly quarter-hour newscast on KFOX, Long Beach. Contract is for 52 weeks. Firm also sponsors a five-weekly newscast on KECA, Los Angeles, and utilizes an average of 28 spot announcements per week each on KGB, San Diego, and KFXM, San Bernardino. Agency is Milton Weinberg Adv. Co., Los Angeles.

MID-TOWN CATERING Co., Los Angeles (restaurant chain), on May 18 started for 52 weeks sponsoring a six-weekly quarter-hour newscast on KFI, that city. Firm on a 52-week contract which started May 17 also sponsors six-weekly 15-minute newscasts on KECA. Milton Weinberg Adv. Co., Los Angeles, has the account.

WELLMAN PECK & Co., San Francisco (Wellman Brand food), has started a 52-week announcement campaign on 5 California stations, KIEM KSFO KFBK KMJ KFSD. The firm is using 35 and 100-word spots several times weekly, day and night. The advertiser formerly sponsored *Hero of the Week* on MBS California stations. Agency is Botsford, Constantine & Gardner, San Francisco.

WEINSTEIN Co., San Francisco (department store chain), spasmodic user of radio, will conduct an announcement campaign on practically all San Francisco stations starting May 31 to call attention to its June sale days. A large number of spots will be used daily. Agency is Botsford, Constantine & Gardner, San Francisco.

BANK OF AMERICA, National Trust and Savings Assn., San Francisco (banking chain), sponsored a half-hour on the spot program from the Solano County Fair May 15 on KSFO, San Francisco.

REMAR BAKING Co., Oakland (bread), large user of radio on the Coast, on May 15 started *Remar Rally*, weekly half-hour variety program, on KGO, San Francisco. Broadcast originates in Oakland. The opening broadcast was a radio salute to metropolitan Oakland. Agency is Sidney Garfinkel Adv., San Francisco.

HULL & SONS, Berkeley, Cal. (mortuary), recently started *Friendly Philosopher* thrice-weekly on KROW, Oakland, Cal. Agency is Ralph Jewell Adv., Oakland.

ACME BREWING Co., San Francisco, on May 18 started a weekly quarter-hour participation for 13 weeks in *Jack Kirkwood's Breakfast Club* on 8 Mutual-Don Lee stations in California (KFRC KIEM KHSL KVCV KDON KYOS KMYC KFRE). In addition Acme is using participations five times weekly on the Emily Barton *Victory Food Reporter* on KFRC, San Francisco. Agency is Brisacher, Davis & Staff, San Francisco.

Closer

"THE TIME is 1:35 a.m. We will be back on the air at 5:30 a.m.—*Four hours closer to victory!*" This is the sign-off statement of WGN, Chicago, adopted May 14, for the duration.

VAN'S SHOE DRESSINGS, Los Angeles (shoe whiting), in a Pacific Coast summer campaign, is currently using from three to six transcribed one-minute announcements per week each on KQW KERN KECA KMPC KFAC KFRE. Elwood J. Robinson Adv., Los Angeles, is the agency.

MAC'S SUPER GLOSS CO., Los Angeles (auto polish), in a 13-week summer campaign started May 11 is using an average of four transcribed nursery rhyme announcements per week on five stations in major Pacific Coast markets. Stations include KFI KPO KOMO KGW KHQ. Elwood J. Robinson Adv., Los Angeles, has the account. Melvin A. Jensen is executive in charge.

WM. E. PHILLIPS Co., Los Angeles (retail jewelry), through Mayers Co., that city, in a 13-week Southern California campaign started May 20 is sponsoring a daily 15-minute newscast featuring Howard Gray on KFVD; participation six times weekly in a similar type of program on KMPC; with three per week in *News by Knox Manning* on KNX; and the Saturday 5 p.m. news on KHJ. Firm also is sponsoring six participations per week in Tom Hanlon's *Mid-Night Merry-Go-Round* on KNX.

GARST & THOMAS, Des Moines (seed corn), will shortly release a series of 15 transcribed quarter hour news commentaries by Bob Burlingame, assistant news editor of WHO, Des Moines. The transcriptions will be heard over KFAB, WIBW and KMBC.

LISTENWALTER & GOUGH, Los Angeles (Nu-Enamel), in a summer campaign which started May 14 is using a total of 49 time signal announcements per week on KIEV, Glendale. Other Southern California stations will be added. Noble Adv. Co., Los Angeles, has the account.

SPOTCASTING BUILDS MORE SALES ...AT LOWER COST!

● More money for the HOT SPOTS

● Nothing wasted on the DEAD SPOTS

● Special attention to the TOUGH SPOTS

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

NO MATTER HOW YOU LOOK AT IT...

There's a Reason

WHY KTSA's THE FAVORITE WITH Local ACCOUNTS

★

CARRIES ALL LOCAL ARMY PROGRAMS

Full CBS

MEMBER
Taylor-Howe-Snowden GROUP
• KGNC • KFYO
• KTSA • KRGV

Represented Nationally by JOHN BLAIR & CO.

★

No wonder KTSA carries more local advertising than any other network station in San Antonio!

The local boys know from first hand experience that KTSA really pulls the sales in the great southwest Texas market; and, when the Army wants something done in this area, it comes to KTSA!

Right now, all the programs originated by or from local army posts are broadcast by KTSA *exclusively*.

They know that 'community-minded' KTSA's great combination of 550 kc. and 5000-1000 watts means greater audience acceptance and more intensive coverage.

To brand your "hard-to-sell" promotions deep in the heart of Texas—buy KTSA!

A Great Radio Station in the Great Southwest

KTSA

SAN ANTONIO 550 KC. ON YOUR DIAL TEXAS.

NORMAN WEBSTER IN DEFENSE WORK

NORMAN B. WEBSTER, technical supervisor of the McClatchy Broadcasting Co., on May 18 joined the National Defense Research Council as research engineer and will be stationed in New York. The precise nature of his work, pursuant to policy, was not revealed.

Mr. Webster

Mr. Webster joined McClatchy in 1925 as an operator on KMJ, Fresno. Previously, he had been in the Coast Guard. He was born in Los Angeles. He became technical supervisor in 1935, transferring to headquarters in Sacramento under Guy C. Hamilton, vice-president and general manager of McClatchy newspaper and radio interests.

No successor has been named. Executive direction of the technical activities, however, will be taken over by Howard Lane, manager of McClatchy radio operations. Mr. Lane has supervised business operations of the McClatchy stations, while Mr. Webster directed all technical activities.

Plenty of Talent

A RESERVOIR of more than 10,000 volunteer screen, stage and radio actors can be tapped for casting *Three Thirds of the Nation*, morale-building program presented on BLUE each week by WPB. The series is produced in cooperation with the Hollywood Victory Committee, clearing house for wartime appearances of the Associated Actors & Artists of America.

Blackouter

UTILIZING an automatic radio device tuned to WTAG, Worcester, the school system has developed what is believed to be the city's first air-raid warning device, according to E. E. Hill, managing director of the station. When the station goes off the air in an alarm, a relay will be tripped and a gong at the top of the instrument panel will sound a warning. Thereby school authorities may notify schools throughout the city; a switch in the receiver will also blackout school lights automatically and turn them on with the resumption of broadcasting. It was designed by Murray W. Edinburg, of the Worcester Electronic Supply Co.

Standard Converts

WITH its June musical releases, Standard Radio will have converted its program library service into 100% orthacoustic recording, according to M. M. Blink, co-owner. The orthacoustic process, introduced in the Standard Library in late 1939, is a method which preemphasizes high frequencies. By use of suitable equalizers with the playback, noise or scratch level is said to be almost eliminated. Since the inception of orthacoustic, Standard has been releasing its new 100 selections a month on the new orthacoustic discs, supplanting entirely the older type transcriptions.

JINGLE CHATTER went on when Walter S. Mack Jr. (left), president of Pepsi-Cola Co., New York, met with the Pepsi-Cola Tune Twisters Trio and Pianist Ramona, who are heard five-times weekly on the Pepsi-Cola War Bond Jingle program on 171 BLUE stations, 9:55-10 p.m. Radio audience composes lyrics for the famous "nickel-nickel" melody and to each of four winners nightly goes a $25 war bond. Newell-Emmett Co., New York, is agency.

duPont Awards

(Continued from page 24)

Banks, duPont owned, which will pay out the cash prizes, sets forth the details as follows:

Whereas radio as medium for the dissemination of news and informed opinion, and radio stations and radio commentators as instruments of that medium are performing an essential and patriotic service for the American public, and

Whereas, since Pearl Harbor, the great value of these services has been dramatically demonstrated in the broadcasting of accurate, constructive and instructive information and opinion which has served not only to educate the people of America but also to sustain national morale, and

Whereas, despite general recognition and appreciation of the services of radio stations and radio commentators, radio as a medium of public information and education has no tangible and concrete awards of merit comparable with the Pulitzer prizes which are given as rewards for excellence, integrity, initiative and talent in the newspaper field.

Now therefore be it resolved that the Florida National Bank of Jacksonville join with other banks of the Florida National Group in establishing two annual awards, each for the sum of $1,000 for each calendar year, to be known as the Alfred I. duPont Radio Commentator Award and the Alfred I. duPont Radio Station Award, to be conferred in accordance with the following provisions:

1. The Alfred I. duPont Radio Commentator Award shall be given in each calendar year to one individual who shall be a citizen of the United States in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio.

2. The Alfred I. duPont Radio Station Award will be given in each calendar year to one radio station in the continental United States for outstanding and meritorious public service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the community it serves.

Board of Five

3. The individual and radio station selected each year for the Alfred I. duPont Awards shall be chosen by a board which shall be composed of five members as follows:

One representative of a nationwide woman's organization.

One non-commercial, non-political affiliate of radio and broadcasting industry.

One nationally prominent educator.

One nationally prominent expert on public opinion and national affairs.

One representative of the Florida National Group of Banks.

4. The awards shall be made during the first week of March for the preceding calendar year and shall continue annually thereafter until further notice. The initial award shall be made during the first week of March, 1943 for the year 1942.

5. Announcement of the membership of the board for the selection of the 1942 recipients of the Alfred I. duPont Awards will be made in the near future.

MacArthur Discs

A RECORDING of Gen. MacArthur's first, and so far only radio address to the United Nations, went on sale for the first time at Gimbel's Department Store, New York, last week. MacArthur's speech upon his arrival at Melbourne, Australia, March 21, was picked up from the Australian Broadcasting Commission by WOR, New York, recorded, and rebroadcast on MBS. The Recording Division of WOR, makers of the record, is stipulating that all profits from the sale of the records go to the USO.

A NEW MARCHING song, *Fight On*, composed and written by L. H. Brown, president of the Esslinger Brewing Co., Philadelphia, had its premier on May 20 during *The Flavor Lingers* program sponsored by the brewing company on KYW, Philadelphia, and WBAB, Atlantic City.

"WHERE THERE'S SMOKE THERE'S BU$INE$$"
CONFERENCE ROOM

Suzy our steno wisely asserts. "And Cincinnati's getting its share. Last month alone payrolls totalled $23,090,000.

"No wonder smart advertisers are getting WSA Identification for their products. And WSAI's unique merchandising aids KEEP SELLING your product from program to point-of-purchase!"

WSAI'S SALES AIDS

1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

IT SELLS FASTER IF IT'S

WSAIDENTIFIED

CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS • 5,000 WATTS DAY AND NIGHT

WISN

MILWAUKEE

5,000 WATTS DAY & NIGHT

COLUMBIA

The Katz Agency, Inc. _ Representatives

Fly Points to Need For Wider Federal Use of Broadcasts

But Insists Facilities Should Remain in Private Hands

REITERATING previous statements that he is against Government control of radio, FCC-DCB Chairman James Lawrence Fly, participating May 17 on NBC's *U of Chicago Round Table*, said he believes the Government should make greater use of private broadcasting facilities but "radio stations should remain in private hands".

Discussing the question "How can radio be more effectively used in the War Effort?" with William H. Benton, former partner of Benton & Bowles and now U of Chicago vice-president, and Harold D. Lasswell, director of war communications research, Library of Congress, Mr. Fly emphasized that broadcasters are "really the men who can tell whether it is the right time to broadcast 'Bluebirds over the White Cliffs of Dover'."

Ready to Help

In stating that the broadcasting industry was eager to cooperate in giving authoritative Government messages as well as entertainment to listeners in war time, Mr. Fly drew attention to the fact that "you have in this industry a great group of writers, authors, composers and artists who are ready to stand here and do an instructive job of putting over those messages that we must have a chance to hear about as part of the programs."

He pointed out that in releasing Government messages by radio such factors as listeners fatigue and need of the public for diversion must be considered and indicated that broadcasters should be the final authority on these matters.

Discussing the shortwave situation, the FCC chairman said there are some "inadequacies" in our system and brought out that two major problems are to be considered in our transmission of shortwave programs, namely that there are only about six powerful shortwave transmitters in this country and that reception of these programs in foreign countries is indeterminate.

Responding to Mr. Benton's statement that "shortwave stations are commercially owned in this country" and the intimation that this fact would have a bearing on the kind of programs released by the stations, Mr. Fly said that "I'm sure they never made a cent of profit. All outgo and no income." He added that "you have private operation by these American concerns for a purely national purpose."

Following reflections by Messrs. Benton and Lasswell on the matter of putting the use of free speech in the hands of "irresponsibles", in which the Father Coughlin case was cited, Mr. Fly said "it is unthinkable that persons who are favored by allocations of frequencies will sell their own personal policies and ideas to the public."

News Sponsorship

He added that "the broadcaster has a greater element of duty than a right. The real basic problem is to inform the people and it doesn't involve in any comprehensive sense the personal ideas of the broadcaster himself."

Returning to the matter of issuance of "authoritative" Government reports through radio, Mr. Fly asked, "Suppose the Government turns authoritative reports to such men as Lowell Thomas, Raymond Gram Swing and Elmer Davis?" Mr. Benton replied that he though the Government "will head in that direction". It was then indicated by Mr. Benton and Mr. Lasswell that they favored divorcement of commentators from sponsorship if they were to handle Government reports.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

NIGHT & DAY

Night and day, throughout the week, WDRC carries a strong schedule of the country's leading advertisers. Here's the reason: They pick WDRC for its winning combination of coverage, programs and rate. Basic CBS, Hartford.

Meet the LADIES

JANET ROSS

A FRIEND with a talent for mathematics recently figured out that if Janet Ross had been writing novels instead of copy for her radio programs during that past three years she would have turned out over 200 of them. Her actual output during the period was 2,156,544 words, exclusive of ad-libs which the friend couldn't count. That's at the rate of 2,612 a day, and beats Edgar Wallace, E. Phillips Oppenheim and Margaret Mitchell by a comfortable margin.

Miss Ross, who conducts the KDKA *Shopping Circle*, has been with the pioneer Pittsburgh station since 1932 and has built up a following of thousands of regular listeners. Besides her prodigious output of copy for her commercial programs, she finds time for numerous interviews with visiting celebrities, and to serve as president of the Women's Advertising Club of Pittsburgh. In private life, she is Mrs. Craig H. Grugan. Her favorite diversions are horseback riding and Florida vacations.

FM Pleas Dismissed

FEDERATED Publications Inc., operator of WELL, Battle Creek, Mich., was granted a motion by the FCC last week to dismiss its applications for new FM stations in Grand Rapids, Battle Creek and Lansing. Simultaneously petitions for dismissal by the Radio Voice of New Hampshire, licensee of WMUR, which had applied for a new FM station on 43.5 mc., and W65H, FM adjunct of WDRC, Hartford, seeking modification of its license to request 43.5 mc., were granted by the Commission.

NATIONAL LABOR Relations Board dismissed the charge of company domination made by Local 40, IBEW, against management of KFI-KECA, Los Angeles, as being without merit.

WTCN

Minneapolis
St. Paul

THE NORTHWEST'S MOST POPULAR RADIO STATION

Specializes in Entertaining and Informing Every Member of the Family

A PROFITABLE INVESTMENT FOR ANYBODY'S ADVERTISING DOLLARS

WTCN . . . BLUE NETWORK

FREE & PETERS, INC.
National Representatives
NEW YORK CHICAGO DETROIT
ATLANTA LOS ANGELES SAN FRANCISCO

XUM

BLUE

IS YOUR BEST BUY IN KANSAS CITY

John Pearson, Representative

Basic Blue Network

5000 WATTS

KCMO

1480 ON YOUR DIAL

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

WCKY-UP NEWS

with

REX DAVIS

THREE TIMES DAILY

KOY

TO SELL ARIZONA

PHOENIX

550 KC

CBS

"That Explains the Coverage"

Affiliate Station WLS Chicago

War Time and Rural Listening Habits

Farmers Are Found to Be Affected by the Change in Clocks

H. J. ROWE

President, Ambro Adv. Agency
Cedar Rapids, Ia.

FOR YEARS a discussion has raged as to what time the farmer gets up and what time he goes to bed, and advertisers who are buying early morning or late evening radio time have a very vital interest in this question. Recently the whole discussion has been tremendously complicated by the introduction of War Time. Farmers are traditionally opposed to Daylight Saving Time, advancing the usual argument that the stock gets up with the sun regardless of what the legislature does with the clocks. Another school of thought refers to the early morning dew which interferes with field work.

So no one has been really sure just what the farmer had done about the new War Time. In an effort to answer some of these questions, a study was made covering a typical Iowa county, placing a finger on the pulse of the electrical demands. When a farmer gets up he turns on his lights; when he goes to bed, he turns them off. If we can find out when he performs these operations, we shall have taken a peek behind his closed doors and found out something about his private life.

A Typical Farm County

For the purpose of this study Benton County, Iowa, was selected. It is a typical agricultural county, having no large towns, and almost the entire county is served by an REA system. Census figures show there are 2,507 farms in Benton County, and the REA serves 1,252 customers, almost exactly 50%. The system comprises 495 miles of transmission line, and since the current for the system is purchased at one point from a utility company, it was possible, by means of a recording demand meter, to get a picture of life on the farm as it is recorded by the varying demands for electric current.

Our study was started on Sunday, April 5, 1942, and continued for a period of one full week. Obviously, the habits of the farmer in April are not necessarily the same as they would be in July or October. Not only is the farmer influenced by the varying time of sunrise, but the different farm operations at different seasons of the year somewhat affect his living habits.

To carry our 1,252 farm homes through a typical week in April, let us start in the middle of the night with our farm friends in bed. During the night hours the electrical load remains remarkably constant, running in the neighborhood of 120 kw. Obviously, this is mostly the constant load on the system caused by the transformer losses and line leakages. At 5 a.m., however, the farmers start getting up, and they get up rapidly. There are 110 electric ranges on the system, and apparently the break in the morning peak occurs when the breakfast cooking is finished. On some days this seems to be about 6:30 a.m., and on other days about 7:30 a.m. It is perhaps unwarranted to assume that this early morning peak is due entirely to cooking.

MR. ROWE

There is probably an overlap with the early rising farmers gettings their feed grinders and water pumping operations going so that about the only assumption warranted from the load figures is that the farmers start getting up at 5 a.m.; that practically all of them are up by 6 a.m.; and that farm operations are pretty well underway by 7 a.m.

The question of whether or not farmers are operating on "Sun Time" or War Time seems to be answered by the break in electrical load promptly at 12. The morning work and the cooking load seem to drop sharply a few minutes before 12 noon, so apparently our farm friends are operating on War Time.

After the day's work, the load rises somewhat due to cooking the evening meal, to a minor peak at 6 p.m.; drops off until 7 p.m., when the evening lighting and radio load comes on; and it comes on rapidly, rising to a very sharp peak at 8:30 p.m. This seems to occur almost every evening. After 8:30, our farm friends apparently start going to bed in great numbers, and by 10 more than half of them have called it a day.

Some peculiarities in farm life are brought out by the study, which had not been fully appreciated. For one thing, the Sunday load follows very closely the pattern of the average week day except that the maximum peak for the week occurred on Sunday evening at 8:30, indicating that more people are up listening to their radios at that time than at any other time in the week. Another interesting sidelight is that Saturday is the low point on the farm, as the load for Saturday, for the entire day, is substantially less than on any other day of the week. Apparently Saturday is the time farmers go to town, and the Saturday night hillbilly shows aimed at farm consumption must find a lot of their potential listeners in town attending the movies.

Another interesting point is that Friday night is the late night up. The Friday night curve showed considerable more use at midnight than any other night of the week. It seems that Friday is the night for school entertainments and various social gatherings in farm communities, and this is thought to account for the fact that Friday finds the farmer staying up later than usual.

Benton County is a rich prosperous farming community in the very heart of the Iowa Corn Belt. It has no metropolitan cities and the REA system, on which the study was taken, serves no towns of any kind, so that the sample is a 100% farm performance. Benton County REA started operation in 1938, and the average use of customers on the line the first year amounted to 43.7 kilowatt hours per month. This has increased every year, and the average use in February, 1942, amounted to 821 kwh. per customer. A survey made

NEVER SIDETRACKED!

THAT'S WHY POSTAL TELEGRAMS ARE FIRST CHOICE OF AMERICA'S GIGANTIC TRUCKING INDUSTRY

No delays when you "Ship by Truck." Prompt, efficient service! And that's what the Trucking Industry wants when sending telegrams. That's why with trucking companies — as with many of America's largest business firms — Postal Telegraph gets the call! Try Postal — today!

Postal Telegraph
the businessman's

in August, 1941, disclosed that 96% of the farm homes had radios. There were approximately 1,300 radio sets on the system, some homes having more than one.

They're Up Early

From the foregoing study, a few conclusions might reasonably be drawn. In early April, Iowa farmers get up at 5 a.m., or approximately half of them do, and the other half get up at 6 a.m., or at least that's when they start turning on their lights, stoves, and presumably, radios.

Another conclusion is that they are operating on War Time or at least the great majority is and finally, the inescapable fact that the farm audience starts diminishing at an alarming rate immediately after 8:30 p.m. From an 8:30 p.m. peak of approximately 400 kw. the load by 10:30 p.m. has dropped to about 180 kw. Since there is a constant during the night of about 120, the actual load in use was, in effect, 280 kw. at 8:30 and 60 at 10:30. In other words, all but 22% of your audience is in bed at 10:30 p.m.

It has been argued that many farmers sit up and wait for the late evening news broadcasts, which in Iowa occur mostly at 10 and 10:15 p.m. There is nothing on the chart to indicate that this is true. The farmers start turning off their radios and lights at 8:30 p.m. and continue to turn them off at a very constant rate. Many city people turn their radios off following the late evening news broadcasts; apparently the farmers pay little attention to them.

Down on Saturday

One other conclusion which is more of a guess because there are many complicating factors which influence the use of electricity, is that since from the general picture the activities on the farms are so much lower on Saturday than any other weekday, the value of Saturday radio programs aimed exclusively at the farm trade should, at least, be the subject of further study. There are many high grade farm programs on Saturday night, and undoubtedly they have a tremendous following. The question arises whether or not a better following could have been built for some other night when more farmers are at home.

Referring to the evening peak which occurs every night between 8 and 9 p.m., it will be noted from the chart that the highest peak occurred on Sunday night and the lowest peak on Saturday night, with the exception that a slightly lower peak was registered on Friday, although Friday showed the highest load at midnight. This would seem to confirm the theory that farmers are largely away from home at school and social gatherings on Friday evening. The obvious conclusion from the study is that Sunday is the best radio night, and that Friday and Saturday are the poorest.

It would perhaps be informative if this study could be repeated, say every three months for an entire year in order to get the picture as it changes from season to season. If there is sufficient interest in the results, it can probably be arranged. The author wishes to acknowledge the cooperation of the Iowa Electric Light & Power Co. for making the load studies on the Benton County REA system which have been the basis of this article.

CHURCHILL DRAWS 27.4% OF AUDIENCE

SPEECH by Prime Minister Winston Churchill of England, warning against poison gas warfare, broadcast from England May 10 at 3 p.m. on the four major networks, was heard by 27.4% of American radio set-owners, according to the rating by the Cooperative Analysis of Broadcasting in its semi-monthly report of radio program audiences.

This latest audience gives the Prime Minister an average rating of 26.9% for a series of five trans-Atlantic broadcasts in the last 15 months. The average, although computed only on the audiences of shortwave broadcasts, gives Churchill the highest for any non-American political figure, and ranks second only to President Roosevelt, the CAB stated. It does not include the CAB rating of 44.7% for his address to a joint session of Congress early this year, a speech which was not shortwaved.

Included in the 26.9% average is the peak of 41% credited by the CAB to Churchill's speech broadcast Feb. 15, 1942. The lowest score was 16.5% for a speech on June 22, 1941. The other two CAB ratings were 23.7% Feb. 9, 1941, and 26.1% Aug. 24, 1941. Churchill's high listening audience is particularly impressive, the report stated, because each speech was heard on Sunday afternoon when the potential listening audience is much lower than during the nighttime.

Stookey's 13th

CHARLES STOOKEY, editor of *Columbia's Country Journal*, CBS series, last week celebrated his 13th year as radio farm reporter, and his fourth year of broadcasting *Country Journal* from KMOX, St. Louis.

FOR THE

"World's Best Coverage of the World's Biggest News"

UNITED PRESS

AGENCY *Appointments*

DUO-HALER Co., New York (nasal medication), to Artwil Co., N. Y. Spot radio was used in the N. Y. metropolitan area last year and may be used this year.

PAN AMERICAN AIRWAYS, New York, to J. Walter Thompson Co., New York, as general advertising agency. Account will be serviced principally through the agency's New York headquarters under the direction of Vice-President Samuel W. Meek as account executive. Relations with other agencies employed by Pan American in foreign countries will not be affected by the new appointment.

KREMOLA Co., Chicago (toilet preparations), to M. A. Ring Co., that city. Account executive, Booth P. Luck.

BENDIX AVIATION Corp., South Bend, to Buchanan & Co., N. Y. Account Executive, Paul Monroe.

CLOPAY Corp., Cincinnati, to Stockton, West & Burkhardt, Cincinnati.

DR. HISS FOOT CLINIC, Los Angeles, to Erwin, Wasey & Co., Los Angeles, using spot radio.

SEEMAN BROS., New York, to J. D. Tarcher & Co., N. Y., on Flava-Bake Flavoring.

PANATE Co., Chicago (hair treatment), to Salem E. Baskin Adv. Agency, Chicago, using radio, newspaper, magazines, and direct mail. Appropriation is $75,000.

ATLAS CANNING Co., Glendale, N. Y. (Rex New Miracle Dog Food), to Director & Lane, N. Y.

STEVENS CHEMICAL Products Co., Brampton, Ont., to F. H. Hayhurst Co., Toronto. Test radio spots are planned.

DR. PEPPER BOTTLING Co., Dallas, to Tracy-Locke-Dawson, New York, effective June 30. Benton & Bowles, New York, has handled the account for the last six months, using spot radio for local bottlers.

TELEPHONE
CIRCLE 7-8300
NBC
Radio-Recording Division
NATIONAL BROADCASTING COMPANY, INC.
R C A BUILDING, RADIO CITY, NEW YORK
Se Habla Español

For Your "Good Neighbor" Programs, We're Your *Latins* in Manhattan . . .

Turning our "good neighbors" into good customers has brought many American advertisers added income. Not a few of these firms are relying on radio to carry their sales message south of the border—and on NBC to "custom-tailor" their recorded programs in Spanish.

For NBC has the trained personnel—artists, announcers, and writers, many of them natives of Latin-American countries and others experienced through serving Central and South America via NBC's international short-wave stations. And the NBC Radio-Recording Division's service is complete—from writing the script to shipping the finished records—whether you need a series of spot announcements or full-length musical or dramatic programs.

Ask us to audition for you some recent Spanish programs produced for firms selling beverages, milk products, proprietaries, candy and magazines. They'll suggest how you can profitably use this timely and time-saving service.

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

Agencies

MILTON SCHWARTZ, account executive of Lord & Thomas Chicago, has been appointed director of continuity editors, and William Murphy, continuity editor of NBC Chicago, has been named radio copy director of the Chicago radio section of the war savings staff. The radio staff is headed by Walter Schwimmer, of Schwimmer & Scott, Chicago.

RALPH S. REUBIN, has merged the agency bearing his name with Sterling Adv., New York, and is now an account executive.

RICHARD H. BURBANK, formerly with the McGuire Adv. Agency, St. Paul, has joined the staff of the McCord Co., Minneapolis, as an account executive. He is a director and former president of the St. Paul Advertising Club.

NORMAN STROUSE, executive of the San Francisco office of J. Walter Thompson Co., was elected a director of the San Francisco Ad Club at its recent election of officers. R. G. (Bud) Landis, advertising manager of the Shell Oil Co., was elected president.

THOMAS F. COLLISON, former assistant director of public relations for Eastern Air Lines, has joined the public relations department of N. W. Ayer & Son, New York.

THEODORE A. NEWHOFF Adv. Agency, Baltimore, has moved to new offices in that city at 714-17 Court Square Bldg. Telephone, Lexington 7155.

CAROL BULKLEY, formerly secretary to William N. Robson, when he was radio director of Lennen & Mitchell, New York, has joined CBS in her old job as Mr. Robson's secretary, now that he has become a producer-director with the network.

Colby Joins Cairns

Mr. Colby

H. CURTIS COLBY, formerly vice-president of Frank Presbrey Co., New York, and later sales promotional manager of M.C.D. Borden & Sons, has joined John A. Cairns & Co., New York agency specializing in textile accounts, as head of radio production. Colby has been connected with Adradio Associates, New York, for a number of years. He served on the Cotton Textile Advertising Committee, and helped organize National Cotton Week.

All-Negro Town Meeting

FIRST ALL-NEGRO participation on *America's Town Meeting of the Air* will take place May 28 when the program will go to Howard U, Washington. Dr. Mordecai W. Johnson, Howard U president, will be heard and other participants will be Doxey Alfonso Wilkerson, assistant professor of education at Howard; Leon A. Ransom, acting dean and professor of law; Alain LeRoy Locke, professor of philosophy. George V. Denny Jr., Town Meeting's moderator, will direct the program which will be carried by WMAL, Washington, and the BLUE, 9-10 p.m. (EWT).

WALA, Mobile, Ala., has appointed Headley-Reed Co. exclusive national sales representative. Station previously had been represented by John H. Perry Assoc. Headley-Reed has also announced that it has ceased representation of WSIX, Nashville.

HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

Use the station that consistently produces for the most advertisers. WFBL carries 35.6% more sponsored time than any other Syracuse station. Join the more than 100 advertisers who know how to get the most out of their Central New York radio dollar. Use . . . .

WFBL
SYRACUSE, N. Y.

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
FREE & PETERS, Inc. *Exclusive National Representatives*

FIRST CONTRACT FOR ALL-NIGHT spot on WABC, New York, is signed by I. J. Fox, New York (furs), now using six announcements, six-times weekly, between 1 and 2 a.m. Present at the signing of the contract are (l to r, seated) Arthur H. Hayes, general manager of WABC, and I. J. Fox, president of Fox Furs; (l to r, standing): George Allen, program director of WABC; Lew Kashuk, I. J. Fox, advertising manager; E. Schuyler Ensell, WABC salesman.

IVY HALLS AND THE GASPIPES

Collegiate Stations Provide Fun for Students And Serve as Radio Training Ground

By LOUIS M. BLOCH

Business Manager
Intercollegiate Broadcasting System

CAMPUS broadcasting stations, now in operation in scores of American colleges, had their origin in 1936 in a single wireline connecting the dormitory rooms of George Abraham and David Borst, Brown U freshmen.

Today these collegiate transmitters, operated on the principle of wired wireless and broadcasting exclusively to the student body, have assumed a most important role in the lives of thousands of undergraduates at colleges throughout the nation.

At last an extra-curricular activity has been developed which combines almost every existing campus interest, with announcers and technicians, swing bands and debating societies, script writers and business men, all participating in the operation and maintenance of the college station.

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Collegiate radio stations offer a new type of entertainment for the college resident. By turning to the correct frequency on his standard radio receiver, the student can tune in to programs directed exclusively to him

By far the largest extra-curricular activity on any campus—Cornell has had as many as 300 students connected with CRG, its campus station—these college stations have enlisted not only tremendous student interest, but staunch faculty support. Alabama U has incorporated its station into the collegiate course in radio instruction under the direction of Dr. John Carlisle. CURC, the Columbia U station, is used as a laboratory for Eric Barnouw's courses in scriptwriting and radio production. The Columbia School of Journalism presents a nightly news summary over CURC.

IBS Services

The campus broadcasting stations are banded together into a non-profit organization known as the Intercollegiate Broadcasting System. Among the services which the IBS offers its members are: program exchange, distribution of technical information, publication of a monthly bulletin, national advertising representation. Colleges wishing to start stations are given free technical information by the IBS Schenectady offices under the supervision of David Borst, IBS technical manager.

The IBS is now developing collegiate exchange facilities. Very shortly the best programs of each

IBS campus will be heard on every other member college campus throughout the country.

Opens Advertising Field

From its main offices at 507 Fifth Ave., New York, IBS directs its commercial activities. College radio has opened a new commercial field to the national advertiser, who for the first time in history can reach the vast college market through personalized radio—students broadcasting to students. Many large national accounts, including the Reynolds Tobacco Co., Beechnut Packing Co. and Standard Oil of New Jersey are using the campus stations with great success.

During the past few months, Columbia's CURC has been rebroadcasting the FM programs of W71NY, Mutual's New York FM outlet. Recently, W65H, Hartford, granted permission to three Connecticut IBS member colleges, Yale, Wesleyan and Connecticut, to rebroadcast its programs. Union College has been granted permission to rebroadcast the General Electric FM station, W2XOY, Schenectady. Other FM stations which have cooperated with IBS include W43B and W39B, Yankee Network stations, and W53PH, Philadelphia FM unit of WFIL. The exchange of programs between IBS and the FM stations is an immediate possibility.

War Service

With our nation at war, the college stations are performing their greatest service. Lines are installed to the offices of college administrators to enable the officials to communicate directly with the student body in case of emergency. College students have been instructed, for the most part, to keep their radios tuned to their campus stations for instructions during air raids and blackouts, and a system of warning signals has been set up by the OCD with college officials.

First large womens' college to set up its own broadcasting station and join the other 35 associate members of the Intercollegiate Broadcasting System, is Wellesley College, Wellesley, Mass., which recently announced it is now transmitting programs on 730 kc. to the college dormitories, sorority houses and faculty homes on the campus. Financial backing for the Wellesley Broadcasting System is provided by Hill Blackett, vice-president of Blackett-Sample-Hummert, Chicago.

Gaspipe outlets are:

CRG, Cornell University, Ithaca, N. Y.; WHC, Hamilton College, Clinton, N. Y.; UBS, Union College, Schenectady; WMS, Williams College, Williamstown, Mass.; Crimson Network, Harvard University, Cambridge, Mass.; Brown Network, Brown University, Providence, R. I.; R. I. State Network, R. I. State College, Kingston, R. I.; UCBS, University of Connecticut, Storrs, Conn.; WES, Wesleyan University, Middletown, Conn.; WOCD, Yale University, New Haven, Conn.; CURC, Columbia University, New York, N. Y.; WPRU, Princeton University, Princeton, N. J.; Iowa State, Ames, Ia.

GBS, Georgetown University, Washington; Hampton Institute, Hampton, Va.; WKC, Knox College, Galesburg, Ill.; KCAL, University of California, Berkeley, Cal.; WEL, Wellesley College, Wellesley, Mass.; Swarthmore Network, Swarthmore College, Swarthmore, Pa.; Antioch Network, Antioch College, Yellow Springs, O.; XCEL, University of Florida, Gainesville, Fla.; BAMA, University of Alabama, Tuscaloosa, Ala.

FUN FOR SOLDIERS

Pittsburgh Stations Combine To Offer Talent

RADIO was instrumental in bringing fun to the soldiers of the Pittsburgh area at their weekly dance in the Logan Armory, Pittsburgh, through the rotation of live talent from every station in the city. This practice grew from the plans of Shirley Leiser, KDKA program department, and Edith Flanagan, secretary to WCAE's manager.

Since the weekly program got under way the local theatres presenting vaudeville have contributed acts for these entertainments too. Local theatre groups are also aiding the entertainment program.

Judging from experience with these programs the girls report that the soldiers prefer peppy music with a touch of sentiment now and again. In general though the boys like down-to-earth entertainment absent of any and all crude humor. Lieut. Bush W. Locknane, special service officer, assists the girls in the selection of material and arranging the time.

'Chan' Suit Filed

CHARGING that saleability of the Charlie Chan stories for film and radio were greatly damaged because of broadcasts allegedly burlesquing the Chinese detective, Eleanor Biggers Cole, widow of Ear Derr Biggers, author of the series, has filed suit in Federal court for copyright infringement and unfair competition. Named as defendants are Fred Allen, and his sponsor, Texas Co.; CBS and 12 affiliated stations, and Batchelor Enterprises. Complaint which discloses that 25 Chan films have already been made, asserts that the Fred Allen skits are deliberate acts of piracy. An injunction and statutory damages of $250 for each claimed infringement is demanded.

Broadcast by State

CONNECTICUT STATE will dedicate a program to its men in the armed forces in an MBS broadcast to be transmitted, presumably by Press Wireless, throughout the world, from WTHT, Hartford, Conn., May 27. Messages from eight fathers and mothers to their sons in the U. S. service, will be sent to the foreign lands in which the men are stationed. Two other Connecticut residents, Grace Moore, soprano, and James Melton, tenor, will be heard in the musical portion of the program. Titled *Connecticut Calling*, the program may set a precedent for similar broadcasts from other states.

Canteen Program

NEW YORK Stagedoor Canteen of the American Theatre Wing presented a half-hour program on WMCA, New York, last week, in conjunction with the opening of a New Brass Rail Restaurant in Brooklyn, with ATW actors and servicemen taking part. The Canteen is currently seeking a sponsor for a half-hour variety show featuring guest stars and servicemen, through Wolf Associates, New York, talent agency, which has rights to any commercial series to be aired in connection with the Canteen.

ALEJANDRO SUX, Argentine journalist and commentator, has started a series of news commentaries in Spanish, now being shortwaved by NBC to its Pan American Network thrice-weekly in collaboration with the Coordinator of Inter-American Affairs.

AD CLUB PROPOSES 'PRIORITY' BUYING

AS PART OF ITS war effort program, the Advertising Club of New York last week presented to its members a plan worked out by the Marketing Research Group of its War Work Committee as a means of injecting new life into the sale of War Bonds as well as the purchase of such durable goods as automobiles or refrigerators for future delivery.

Formulated to benefit the consumer, dealer, manufacturer, banker and government, the plan provides for "priority" buying now with promise of future delivery after the war. In this way, "regular monthly installments could be paid through war savings bonds held in trust for the purchaser," the plan suggests.

"Interest accruing on the bonds will be applied to the purchaser's account until the transaction is concluded, with an approximate price governing, subject to adjustment at time of delivery.

These advance payments by consumers will achieve the siphoning off of excess buying power during the war and, at the same time, furnish the industries now engaged in the manufacture of war materials, a paid-in-advance back-log of orders with which to cushion the changeover of their plants at the end of the war."

The Marketing Research Group is working out details of the plan, all material to be available to the Government and other interested parties.

"BETWEEN THE LINES"
10 MINUTE NEWS SUMMARY
ASSOCIATED PRESS FEATURE
Daily Monday through Friday
AVAILABLE FOR 13 WEEKS
On New England's best frequency (750 kc) at the lowest per radio home rate in Central New England . . . $78.75 per week—less than 1c for each 210 radio homes in an area where the average family income is more than $53.45 per week —
presented with
WINSLOW BETTINSON
(sample transcription of show on request)
Write - Wire - Phone
National Representative, JOSEPH HERSHEY McGILLVRA
Boston Representative, BERTHA BANNAN
750
WHEB Portsmouth, New Hampshire

WKZO
CBS • 5000 WATTS
KALAMAZOO-GRAND RAPIDS
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

XUM

Fly Will Appear At Probe in June; MBS Slated Next

(*Continued from page 9*)

paper-associated, but the exhibit was protested. After weeks of analysis and cooperation between the FCC and Newspaper Committee staff, it was found that there were only 201 stations in which newspapers had majority interest and of these 32 were located in cities other than those where the newspaper itself was printed.

The importance of the list, he pointed out, was reflected in the "viewing with alarm" of purported "monopoly of communications facilities". The figure boiled down to 169 stations, which are the "backbone" of the newspaper-associated stations—this out of a total of 801 commercial stations as of last June.

Says Law Does Not Sanction Discrimination

"So you see," Mr. Hough said, "newspapers have not taken over the broadcasting business. In fact, they are a long way from it. They never could take it over even if they were so inclined. The frequencies just do not exist."

Further breaking down the ownership list, Mr. Hough said there are 48 stations where newspapers or newspaper people own a minority of the stock. He contended the responsibility of operation of a station cannot be judged by any group which owns less than 51%. He suggested that such stations should be stricken from the list, along with the "ousted 49".

DEPENDENT ON RADIO

Farmers Found to Get News of War Mainly by Air

RURAL America gets its news about war production needs mainly through radio, according to a recent nationwide survey conducted by the Bureau of Agricultural Economics, Dept. of Agriculture.

In finding that farmers usually refer to radio as their primary source of information on war needs, BAE suggested greater use of local stations "in getting to farmers localized information on production goals and Governmental plans for assisting them to obtain the production needed." BAE found that "'news-flash' types of announcements were most favored by these farmers."

Describing the 32 out-of-town stations, he contended they likewise should be dropped, since newspaper stations are run like other broadcasting stations and do not "editorialize". He cited his ownership of KTOK in Oklahoma City, while he resides in Fort Worth. Mr. Hough said he has no connection whatever with the newspapers in Oklahoma City and probably would be "lucky to even get in their building".

Mr. Hough contended that the Communications Act does not authorize the FCC to discriminate against a newspaper owner. He said that the FCC's act in classing newspaper people in the same category as aliens and felons, who are specifically denied licenses, "doesn't make any of us very happy". While the Commission does not say "we are such", he said that nevertheless "they are at least looking us over to see if we might be in the same class".

Without essaying to engage in the legal arguments, the NRC chairman said that discrimination because of occupation doesn't fit in with American democracy. Asserting he did not think the Commission has the power to so discriminate, he said it would not only violate the Constitution, but that it seemed perfectly clear that Congress never intended to grant the Commission any such power.

Scoffs at Charges Involving '1-1' Cities

Discussing the so-called "1-1" situation, or cities wherein one newspaper and one radio station are owned by the same proprietor, Mr. Hough said that if one is so inclined he can work up "quite a bit of lather" about this. But he added that the whole argument fades away with analysis. There are 74 of these communities, practically all of them small towns. But he contended that in the first place the folks listen to other stations and read other newspapers from larger communities.

For every 100 copies of the local daily circulated in such small towns, he said there is a circulation of 35 copies of out-of-town papers. Moreover, he said there were one or more weeklies in the community in nearly every instance.

Countering the argument that these editors want to control everything on the reservation, Mr. Hough said he doubted if some of them "have as much vote-getting influence as the local high school football coach".

Asserting that he was not an expert and had "never written a book", Mr. Hough said those experts the Committee had employed had told him these little stations which have caused so much discussion after all have "only about 1% of the broadcasting power used in the United States". All of the experts who appeared in support of the Newspaper-Radio Committee's position contended that the American way required that every applicant should be judged on his own individual merits and should not be judged by reason of an arbitrary occupational classification. He said that newspapermen are not asking for any special privilege, but simply want to be measured "by the same tape as everybody else".

He added that his group did not think it fair or right to be grouped into a class which will have different rights than other people, any more than it would be considered right to group churches or schools or insurance companies or department stores into a class. They all operate broadcasting stations, he said.

Adequate Protection Under Present Law

As for the law itself, Mr. Hough said his group felt there was adequate protection under the present act and that the law is completely clear on the fact that the Commission has no right to place any discriminatory brand on newspaper people. Pointing out that the case before the FCC is still open, he said that he would just as soon "stand pat on the present law".

If, on the other hand, the Committee feels new legislation should be enacted and that there is danger that the Commission might get over into the legislative field, then his group would welcome the inclusion in the new law of any language "even if you have to put it in capital letters, which may be necessary to make it specifically clear that there shall be no discrimination on account of occupation or class".

Mr. Hough did not criticize the FCC, but, on the other hand, held that the Committee had been treated courteously and that he felt sure the Commissioners have open minds on the question. "They have not boxed us around," he said.

Rep. Halleck (R-Ind.) asked Mr. Hough regarding the FCC procedure, to ascertain whether the Commission was acting both as prosecutor and judge. The questions, however, were referred to Judge Thacher, who took up the jurisdictional argument.

Interrogated by Rep. South (D-Tex.) about service in small towns having "1-1" ownership situations, Mr. Hough said there were perhaps not more than a half-dozen instances in the country in which no adequate service is given by outside stations.

Thacher Reviews Conduct of Proceedings

Taking up the legal argument, Judge Thacher said the manner in which the hearings were conducted was eminently fair and that the privilege of cross-examination was quite as broad as that allowed in

. . . . and 12 million bucks ain't hay, mister!

You'll agree, MR. TIME BUYER, THAT kind of money is ALWAYS welcome.

The government has just granted a shell loading plant to Charlotte at a cost of $10,000,000.00, which means a million dollars a month added payroll. That's a nice PLUS you get when you buy WSOC.

WSOC is the most economical way to reach the millions of spendable income in the Charlotte market. WHY? BECAUSE WE KEEP 'EM LISTENING!

WSOC

Charlotte, North Carolina

NBC ● RED

National Representative

HEADLEY-REED COMPANY

New York • Detroit • Chicago • Atlanta • San Francisco

Hey! You can paint the town red with KXOK, St. Louis
630 KC. 5000 WATTS
BLUE NETWORK

ry court of justice. At the very outset of the proceedings before the Commission last July, Judge Thacher said he felt the whole subject was unauthorized by the statute and asked leave to urge this point preparatory to taking up testimony.

This was denied him, he said, and a second proposal that the Commission general counsel be called upon to give an opinion likewise was ruled out when Telford Taylor, general counsel, observed that he could not render such an opinion until after testimony had been taken.

Even as to that, Judge Thacher said, he had no complaint. He said he thought it would have been fine if the Commission could have been persuaded at the outset that no hearing was necessary. Judge Thacher afterward gave the Committee his detailed argument supporting the contention that the FCC was without jurisdiction to discriminate against newspaper owners.

Answering questions of Committee members, Judge Thacher pointed out that Marco Morrow, executive head of the Capper Publications and stations in Topeka, who had been called as a Commission witness, developed into one of the most effective witnesses in opposition to the FCC's order. There were two or three other witnesses called by the Commission who likewise testified against the Commission's proposed divorcement order.

The newspapers sensed that it was an adversary proceeding almost from the start, Judge Thacher said. He did not think it was fair to criticize the Commission staff, declaring that the attorneys who handled the case were "young, earnest, honest, capable men" and that they developed their side. He concluded that he did not believe it fair to criticize the hearings from the procedural standpoint.

Cites Decision In Sanders Case

Rep. Halleck, however, disagreed with this view, asserting that a very definite matter of policy was involved and the question had to do with the separation of the prosecuting from the administrative function of a Government agency.

Taking up his legal argument, Judge Thacher said that if newspapers are discriminated against under the existing statute, then other broadcasting licensees could be subjected to similar treatment. He said he thought it would be an amazing thing if the Commission were to conclude that it had the power to prevent newspaper ownership. Citing the Supreme Court opinion in the Sanders case, in which the court held that broadcasting facilities are open to any qualified person save an alien or a felon, and that the FCC has no discretion over economic aspects of stations, Judge Thacher said this was of importance because during the newspaper inquiry the whole question of competition was gone into. The FCC, he said, brought in every witness it could to testify on the question of unfair competition.

CENTENARY CELEBRATION of French-Bauer, Cincinnati milk distributor, was aired by WCKY, Cincinnati. Snapped at the broadcast (l to r): L. B. Wilson, general manager of WCKY; Myers Y. Cooper, Cincinnati realtor and former Governor of Ohio; Allen S. French, vice-president and general manager of French-Bauer; Fred Palmer, WCKY sales manager. Two programs were broadcast.

After reciting the legal precedent to support his position, Judge Thacher argued that the limitations upon the powers of the Commission are as clearly stated now as they could be by the courts and in administrative performance of the FCC itself. He said that he was confident the FCC would give his argument consideration, but that if the Commission decided adversely, "we will go through a long journey in the courts".

Supporting the Hough argument that no new law was necessary, Judge Thacher said he felt the law is so well settled that it might be a mistake for Congress to go any further with regard to interpretation of public interest. Answering Rep. Halleck, he said he felt there was ample basis on which to procure a review, after the FCC denied an application of a newspaper applicant, assuming it decides it has the power.

Kaye Tells of Delay In Applications

As the final Newspaper-Radio Committee witness, Mr. Kaye pointed out that "present injury" is existent, since the Commission has placed in a suspense file all applications having to do with newspaper ownership. It has not acted upon 65 applications from newspaper stations which cover not only new construction but also transfers and improved facilities. The FCC, in effect, has given applicants the choice of the newspaper or the radio business, he said, so that not only the basic principle of newspaper ownership is involved, but also the matter of "present injury".

These actions have been suspended for the past year, or since the onset of Order No. 79. Asked by Rep. Sanders whether there should be a change in the law, Mr. Kaye said that while the law appears to him to be "transparently clear", it nevertheless apparently has not been viewed that way by the Commission. He thought it might be wise to include a "categorical statement" eliminating all doubt as to the Commission's power. Asserting it was the first time in history that any Government agency had essayed to hold that newspapermen shall have less rights than any other men, Mr. Kaye said there was some confusion as to just what the FCC regarded as newspaper ownership.

Mr. Fly had stated during the hearing, he said, that the regulations would apply only to future ownership of stations by newspapers. In this connection, he said it would be double discrimination, since the law specifies that all renewal applications shall be considered on the same footing as original applications.

Pointing out that the hearings were begun last July, Mr. Kaye said two-thirds of the record and some 90% of the exhibits introduced by the FCC related to newspaper practices rather than radio practices. About one-third of the testimony related to press associations, he said, adding that there isn't the slightest indication that stations have had any influence on newspaper and press association practice.

Joint Rates Found To Be a Rarity

Alluding to the detailed questionnaire sent out by the FCC in advance of the hearings, delving deeply into economic and competitive phases, Mr. Kaye said that on the question of joint rates of newspaper-owned stations and newspapers, this practice appeared non-existent. The questionnaires revealed a most harmonious relationship generally between newspapers and stations, whether or not jointly owned, he declared.

One of the FCC's principal witnesses testified after this survey that there was "no distinguishable difference" between the economic operation of a newspaper-owned station or a non-newspaper-owned station, he said.

If the Commission has the power to investigate the ownership and business practices of newspaper stations, he said, then it would have the power to examine into the operation of all businesses in which owners of stations are interested, and could go into the merchandising practices of department stores, the manufacturing practices of factories, the conduct of educational institutions, the content of sermons preached in church, and the government of municipalities, since all have station ownership. Much of the testimony adduced during the protracted hearings was not germane, he contended.

Asked by Rep. Halleck whether there was any suggestion made that the Commission would make its recommendations to Congress on the question of newspaper ownership, Mr. Kaye said that there was none in the formal notice, but that there was reference to it in a press release. He agreed that the newspaper pending file functioned as a sort of "temporary restraining order", if something that has lasted a year can be called temporary.

There was not a single instance of slander, suppression, or editorializing on newspaper-owned stations, Mr. Kaye declared in analyzing the testimony adduced at the protracted hearings.

Social Objective Cited by Kaye

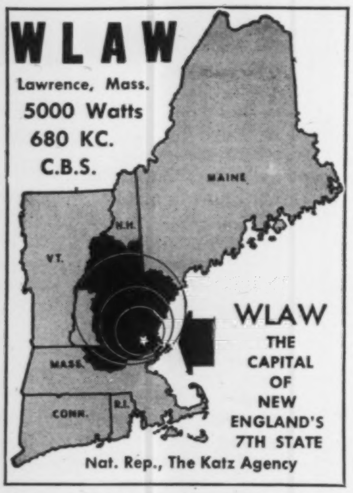
Alluding to the confusion over what constitutes newspaper ownership, Mr. Kaye said that Chairman Fly in a statement before the House Rules Committee last March asserted that he construed the issue to be the ownership of majority stock in a station by the principal owner of a newspaper. Mr. Kaye said no such interpretation of control had been given prior to or during the FCC proceedings.

Disclaiming the quotation as his own, Mr. Kaye said the meat of the issue was the social objective, which has been described on the theory of "a monopoly of pipelines to the marketplace of thought". He said apprehension had been expressed that some communities are in danger of being deprived of the truth, by virtue "1-1" ownership. Asserting that there was no basis whatever for such a conclusion, he declared that to discriminate against newspaper ownership would be the first destructive blow at the first amendment of the Constitution.

He agreed with Rep. Youngdahl (R-Minn.) that while the hearings before the FCC are not yet over, the rule actually is in effect by virtue of holding of newspaper applications in suspense.

In conclusion, Mr. Kaye said that while he felt the present language of the statute with respect to the power of the Commission is not ambiguous, he nevertheless felt that if Congress believes clarification would be useful, he would like to see a categorical statement that "no applicant shall be denied a li-

JOHNNY LONG
records for
LANG-WORTH



"It's that WFDF Flint Michigan announcer who used to sign on at 6 A.M."

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

cense under any policy or rule of the Commission by reason of his status, occupation, religion, race, creed or calling, except as provided in the Act with respect to aliens and persons convicted of violation of law".

Sholis Explains Rural Coverage

Appearing as the only witness for clear-channel stations, Victor Sholis, director of the Clear Channel Broadcasting Service, occupied the stand Thursday morning. He explained that his group represents 16 independently-owned clear-channel stations, excluding those owned or operated by NBC and CBS. Only KSL, Salt Lake City, among the independently-owned stations, is not a member of his group, he said, and that station is in thorough agreement with the aims of CCBS.

In a detailed prepared statement, illustrated by graphs and charts showing local and regional station coverage as against clear-channel service, Mr. Sholis in lay language outlined the problem of rural coverage and the dependence of some 50,000,000 rural and remote listeners upon clear channel stations for service.

He made no legislative recommendations but urged that the Commission should not be permitted to "nibble away" at the allocations structure and duplicate clear channels on a piecemeal basis. His concrete recommendation was that the remaining 1-A channels, totaling 23, be kept in the status quo until after the war and that a far-reaching study of the whole question of rural coverage be made before any standards are arrived at on provision of rural coverage.

"Generally speaking," Mr. Sholis said, "it is upon clear-channel stations that over 50,000,000 Americans living across 80% of our country's area depend chiefly for radio reception at night." A former newspaper correspondent and Government information executive, Mr. Sholis explained he was neither lawyer nor engineer and that he proposed only to give in lay language the story of rural radio service and the dangers threatening it.

"The challenge confronting Congress, the FCC and the radio industry in the post-war development of American broadcasting," Mr. Sholis asserted, "will involve atoning for the failure to spread the pleasures of radio equitably among all our people."

Forgotten Listeners In Rural Areas

"Though the allocations structure is frozen for the moment, I feel it is still mandatory upon us to think of the future. It is ironic that although American genius has created the finest system of broadcasting in the world, we have failed to spread the pleasures of that broadcasting equitably among all our people. There still are too many forgotten men, as far as radio listening is concerned, among rural and small-town Americans."

WIFE PINCH HITS

For Commentator-Husband Seriously Injured

RADIO'S MOLLY PITCHER is Mrs. Gregor Zeimer who carries on for her husband, critically injured May 13. Mr. Zeimer, news analyst of WLW, Cincinnati, was riding in the automobile of Dave Conlon, WLW engineer, which was sideswiped on the road between Hamilton, O. and Cincinnati. Mr. Conlon was severly cut and bruised [BROADCASTING, May 18].

Mrs. Zeimer put on her first broadcast May 16 on the same 7:15 p.m. Saturday spot occupied by her husband, interviewing Elizabeth Bemus, news commentator.

Program plans call for frequent appearances of the Zeimer's 14-year-old daughter, Patsy, who was co-author with her father of *Two Thousand and One Days of Hitler.*

Mr. Sholis was frequently quizzed by Committee members regarding means of providing satisfactory service to rural America. He explained the clear-channel provides the only answer and said that even after the war, when FM and television are destined to come into their own, they "won't mean much to rural listeners, at least for a long time". Building better radio reception for rural listeners will have to be done upon clear channels "at least for any foreseeable future", he said.

After defining the mandate of Congress that there be an equitable distribution of broadcasting facilities so every home should receive at least one program service and more if possible, Mr. Sholis said the technical problem of spreading radio service to all homes still stands unsolved. To the extent that large segments of the population are barred from good radio reception, he said, to that extent has the broadcasting industry and the Government's regulatory body "failed in their duties and responsibilities to the public".

CCBS as a group is not interested in and is not taking a position on other aspects of the Sanders Bill, Mr. Sholis declared. Under cross-examination, however, he asserted that he felt a detailed technical study is necessary and that the FCC's procedure should be modified to require it to permit parties in interest to intervene in proceedings having to do with changed facilities.

Mr. Sholis, in non-technical fashion, described to the Committee interference encountered by stations operating on duplicated channels as well as non-man-made interference. When two or more stations operate simultaneously on a channel, he said, the sky-wave changes from the "Dr. Jekyll of service to the Mr. Hyde of interference."

He used the six-station structure in Washington as an example of limitations in station coverage resulting from duplicated operation. Reasons why all of Washington's stations cannot be heard even in near-by suburbs was explained, to the interest of committee members who are regular listeners.

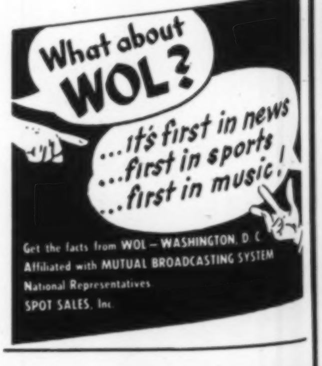
While power in the United States is limited to 50,000 watts, he pointed out that Mexico has stations using several times that output while Germany, about the size of Texas, also has several such stations. In Russia, there are stations "10 times our limit", he said.

Tells How Radio Churches Operate

Because of clear-channel service, Mr. Sholis asserted American farmers are still the best-informed people in the world. If clear-channel stations did nothing more than keep these 50,000,000 Americans the best-informed people in the world, "they would be indispensable to a democracy at peace or at war." He pointed out that in a nationwide survey last year, rural Americans voted radio their favorite form of entertainment by wider margins than any other group in the country.

He reviewed public service aspects of clear-channel programs, particularly in connection with farm marketing reports and what stations in the clear-channel group have contributed in the war effort.

When Mr. Sholis pointed out that in cooperation with Rev. E. Howard Cadle, of Indianapolis, WLW had reopened 522 country and mountain churches in Kentucky, West Virginia, North Carolina, Tennessee, Virginia and Arkansas, because the tiny pastorates could not support individual pastors, sev-



Get the facts from WOL – WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives
SPOT SALES, Inc.

eral Committee members asked for lists of the churches. Radio sets were installed in these remote spots, Mr. Sholis declared, and today more than 30,000 men, women and children assemble on Sundays to hear the sermon over WLW by Rev. Cadle. Mr. Sholis promised to submit documentary proof and "pictures of the churches" to the Committee.

Declaring it was pointless to "simply howl criticism at the FCC," Mr. Sholis asserted the Commission had been plagued by a constant turn-over that has left its membership hardly the same for any three successive years. Also, many members have come into radio regulation without previous knowledge or experience, and therefore it was not strange that they had not fully grasped the scientific and technical factors of broadcasting, he said.

Basic Challenge Awarded by FCC

Contending the Commission had fallen down on its most important job, Mr. Sholis said that ever since 1928 it had done nothing about "insuring a fair distribution of service to the rural population and of improving that service in areas where it is now unsatisfactory or non-existent". Congress may or may not have intended that the Commission go on and regulate the radio industry with respect to competition, monopoly, newspaper ownership or program types, but he insisted that Congress "certainly intended that the fundamental technical challenge be faced squarely and met".

Asserting there are millions of Americans living in rural and small-town areas getting far less service than they should and could easily have, Mr. Sholis said that beyond that, the Commission has not stood fast against the trend to reduce even this service merely to provide more and more stations in cities already well supplied with them. To give stations already enjoying adequate service more stations at the expense of rural listeners "is violently in conflict with the broad public good, and certainly contrary to the objectives of Congress".

Attacking the FCC's breakdown of clear channels in recent years, which he said was contrary to the recommendation of every chief engineer the Commission has had, Mr. Sholis charged that every time such a breakdown occurred, the action was "sugar-coated in the language of subterfuge by using such expressions as 'experimental' or 'special authorization' on licenses and the Commission's records."

The original number of 40 clear channels decreed in 1928, as against 50 recommended by the engineers, was whittled down to 25 Class 1-A stations under the Havana Treaty, which became effective a year ago, Mr. Sholis pointed out. Every time a clear channel is broken down, under the terms of the Havana Treaty, it becomes available to other nations on the Continent, with the result that coverage is further impaired, he pointed out.

TIN PAN ALLEY'S coming rival, Kent Cooper, head of Associated Press, plays his latest song "Love Is!" while Dr. Frank Black, music director of NBC points out theme passages. The AP chief, with one song already to his credit, heard "Love Is!" aired May 15 on the *Cities Service Concert*, over NBC network. He wrote both music and lyrics [BROADCASTING, May 18].

In 1929, Mr. Sholis recalled, the Commission had adopted rules providing for 25 clear channels as a means of spreading radio service more equitably between rural and city listeners. Within two years, however, he said the Commission threw one of the clear channels overboard and "just recently broke down another". Instead of 25, there are today 23, he declared.

Tells of Grant to Massachusetts Station

He referred specifically to the grant of fulltime to WHDH, Boston, on 850 kc., breaking down the clear channel on which KOA, Denver, is the dominant station. When he observed that both NBC and the clear-channel stations were deprived an opportunity to intervene, Rep. Sanders interposed that it was precisely such procedure that his bill proposed to correct.

Mr. Sholis called Boston a "lush advertising market" which already had the nighttime service of seven stations. With the breakdown of the KOA channel, an eighth night service was provided—"at the expense of rural listeners who have no such plentiful service". After the FCC had given the assurance that if amendment of the clear-channel rules should come up, the clear-channel stations and NBC would be given an opportunity to intervene, Mr. Sholis said the "big surprise came". The Commission issued its proposed findings to grant the WHDH application and break down the clear channel. When efforts were made to intervene and be heard, he said the Commission flatly rejected them and the application was finally granted.

This decision encouraged the filing of a flock of petitions to break down other clear channels, with city station owners anxious to improve their position swooping down with attempts to invade seven other clear channels. "I dread to think of the situation this flood of applications would have produced but for the freezing orders arising from war needs," he said.

Several months ago, Mr. Sholis said, the Commission placed WJW, Akron, on 850 kc. without holding a hearing at all. Located hundreds of miles closer to Denver, he said this station holds even greater possibilities of interference. "This is what usually happens once a clear channel is broken down," he said. "A trend of encirclement is started which bit by bit slices away the rural service previously furnished by that channel."

Breakdown of the 25th clear channel was followed recently, Mr. Sholis said, by another case in which the Commission permitted KOB, Albuquerque, to operate on 770 kc., the clear channel of WJZ, New York, under a "service authorization".

Urges Extensive Study of Coverage

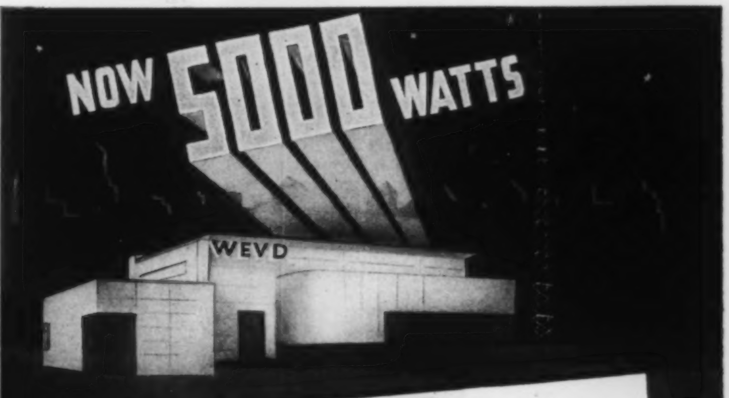
Making his only flat recommendation, Mr. Sholis urged that "an important, extensive and expensive study must be made before any more clear channels are deteriorated, and before impairment of rural service proceeds any further". While parts of the study could be done from time to time, he said, it may be true that as a whole it cannot be completed until the war is over.

"If this is so, then there is all the more reason for holding the situation in status quo until after the war is over. No harm will be done, particularly since the shortage of critical war materials has put a virtual stop to construction of new stations, and increases in power where additional material is involved.

"No serious damage will be done

WCHS
CHARLESTON
W. VA.

5,000
ON 580
CBS



5000 WATTS WEVD 1330 KILO

NEW YORK'S STATION OF DISTINCTIVE FEATURES

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

1. The feature boxes of newspaper radio programme pages.
2. The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who on WEVD" . . . sent on request.

W·E·V·D 117-119 West 46th St., New York

to radio if the allocations structure is frozen until victory in the war allows us to make the kind of comprehensive engineering study of rural service necessary to the drafting of an intelligent long-range plan. Grave danger can result, however, if the Commission continues to nibble away at the allocations structure and duplicates clear channels on a piece-meal basis."

The pressure behind clear-channel breakdowns really stems from the advertiser, Mr. Sholis declared, explaining he did not mean the advertisers themselves originated applications for duplication. The fact remains, he said, that a station can get more advertising dollars by reaching the thickly inhabited metropolitan area of Boston even with an eighth station, than by serving the scattered population of the countryside.

In this conection, he said it was significant that the Boston station had been before the Commission for years claiming that it performed a distinctive service because it furnished programs of special interest to fishermen.

"What actually happened was that soon after it obtained additional broadcasting time," Mr. Sholis said, "this station sought affiliation with one of the large networks and succeeded in taking that affiliation away from another Boston station.

"Frankly, I don't know what fishermen like to hear on the air. But I don't believe the network, whose programs now will be heard at night over the station that broke down the Denver clear channel, regards its schedule as of interest solely to fishermen."

Asked About CBS Claims for Signal

Rep. Brown (R-O.) called attention to Mr. Sholis' observation that some 50,000,000 people are dependent upon clear-channel stations for service and that many areas are now not receiving service at all. He alluded to a previous statement by a CBS witness that that network reaches some 98% of the country's area with a listenable signal. Mr. Sholis said he was puzzled by the CBS statement and did not know upon what data it was based.

Rep. Sanders, in seeking specific recommendations on how to correct the situation, pointed out that he felt there was not adequate rural coverage and that was one of the reasons for the introduction of his bill.

Rep. Youngdahl (R-Minn.), asserting he was interested in the whole question of remote coverage, inquired whether it was within the province of the Committee to request the FCC to make the type of engineering study suggested by the witness. Mr. Sholis asserted he felt that there was a broader question and that perhaps the Commission, after it makes its survey, might conclude there should be even more clear-channel stations than the 25 provided under the Havana Treaty and the 23 still existent. He said he would be perfectly willing to accept a Commission commitment that the status quo be retained until after the war.

Kellogg for Pep

KELLOGG Co., Battle Creek, on June 1 starts a 17-week campaign for Pep, using 15 transcribed one-minute announcements weekly at special morning and afternoon periods. Agency is Kenyon & Eckhardt, New York.

Proposed Tax on Advertising

(*Continued from page 7*)

subject to taxation under Section 23-A of the law, which provides that taxes may be levied on all expenses which are not considered "ordinary and necessary". Expenditures falling within the latter definition are deductible. It is logically assumed that increased expenditures for advertising would fall outside the "ordinary and necessary" category.

Nevertheless, it was stated there is no cause for immediate alarm in spite of the publicity. It was thought that a statement might be forthcoming through Secretary Morgenthau to clarify the whole situation. In some Government quarters, expenditures for institutional advertising by companies engaged in the all-out war effort and who are entirely outside the consumer field, have been raised. There have been proposals in Congress that money paid such private concerns under Government contract be not used for advertising or general promotion.

Individual Cases

It is entirely possible, according to best available word, that there may be a limitation on the amount of money which a private plant given over 100% to Government work shall be permitted to spend to keep its name before the consumer on an institutional basis. But it is thought that each case would have to be considered separately because no categorical definition is possible.

In the past the Treasury has been represented as sympathetic to advertising in recognition of modern marketing practice, which has brought the consumer more goods for less money. Moreover, the Treasury has profited through increased revenues accruing from mass production sales stimulated by advertising.

At this writing all that could be gleaned from official sources was that the whole question of limiting advertising expenditures as a means of raising more revenue is under consideration. It is appreciated that the Internal Revenue Bureau, by virtue of the latitude allowed it under the statute, could limit or control advertising expenditures in a dozen ways. Moreover, it is recognized that in several Government agencies advertising is regarded as a "social waste" and that grade labeling, rather than brand name identity is being fostered. But thus far, the latter school hasn't made much progress.

KTKC, Visalia, Cal., has appointed William G. Rambeau as sales representative, though not nationally as erroneously in BROADCASTING May 11. W. S. Grant Co. continues as Pacific Coast representative of KTKC. The Grant company also reports representation of KFJI, Klamath Falls, Ore.; KDON, Monterey, Cal.; KTRB, Modesto, Cal.

"... special tribute to a radio commentator who, by her charm, gracious personality and ready wit, has won a unique position on the air ... Mary Margaret McBride." *

*** Excerpt from speech of Radio Awards Luncheon, May 18, 1942, New York City by Yolando Mero Irion, Chairman of the Women's National Radio Committee (representing a constituency of 20,000,000 women).**

WEAF 1-1:45
Monday through Friday

CHNS
Halifax, N. S.

Holds the key to the large radio audience in Nova Scotia

Ask JOE WEED

NEW OFFICERS of the Radio Executives Club of New York (l to r): Thomas H. Lynch, William Esty, New York, elected president succeeding John Hymes, Lord & Thomas; Peggy Stone, Spot Sales Inc., treasurer; Bevo Middleton, Radio Sales, secretary. Miss Linnea Nelson, J. Walter Thompson, new executive vice-president, was not present.

Air Training Disc Is Made Available

Series of 26 Programs Now Offered in United States

RESULTING from an idea by NBC Radio-Recording Division submitted to authorities in Washington for approval over a year ago, a series of 26 half-hour recordings covering the life of a flier in the Royal Canadian Air Force is now ready for distribution to stations in this country and Canada.

Local advertisers wishing to carry the series must be approved by the RCAF, and Imperial Tobacco Co., Montreal, has already signed for the recordings on the CBC.

Although the idea received the approval of the RCAF a year ago as well as the Canadian Government, it was turned down in Washington because the United States was not then at war.

Lives the Life

Hubert Chain, of the NBC division, had written a test script to illustrate the proposed series, and after Pearl Harbor when NBC received the "go-ahead", he returned to Canada to a manning depot where all new members of the RCAF are first received. With the help of Rai Purdy, former CBC producer, Chain lived the life of a flier from rookie days to battlefront, using the material he gathered for the 26 complete episodes.

One of the recordings, as an illustration, deals with a bombing sortie into Germany by an American-built Flying Fortress. The record starts with the instruction of the pilots—to destroy such targets as an oil tank or a railroad. On the return trip the Fortress spots a flight of five Heinkel bombers a mile below, and giving chase, accounts for four of the planes.

Two of its engines are put out of action by antiaircraft fire, however, and the plane is forced to land in the sea near Yarmouth, England. The pilot has radioed his plight to the home field, and the record ends with the welcome voice coming to them from England "Rescue boats are on the way."

First radio station in the United States to sign for the recorded program series of life in the Royal Canadian Air Force, titled *Flying For Freedom*, is KGNC, Amarillo. The 26 half-hour programs will be sponsored on KGNC by White & Kirk, department store which has never used radio before.

Grocers to Convene

WARTIME problems of retail food industries will be the theme of the 45th annual convention of the National Association of Retail Grocers in the Palmer House, Chicago, June 7-10. Among the speakers will be A. C. Hoffman, price executive, food section, OPA; Wm. R. Watkins, special assistant to the attorney general; Carroll D. Alcott, chief of the news staff of WLW, Cincinnati; Dr. M. L. Wilson, chief of the nutrition division, OEM. Presidents of the grocery manufacturers, wholesale grocers, canners and retail grocers national associations will be heard on CBS, June 8, at 2:30 p.m. (CWT):

Ration Aids Audience

PROOF of increased listening audiences in the 17 Eastern states where gasoline rationing is in effect since May 15 is furnished by N. J. McMahon, president of United Adv. Cos., Chicago, which currently has 19 mail accounts on over 300 stations. Mr. McMahon reports that the mail results from stations in those States almost doubled the first weekend that rationing went into effect.

Radio Executives Club Elects Lynch President; 'Gripe' Show Repeated

THOMAS H. LYNCH, timebuyer of Wm. Esty & Co., New York, was elected president by a vote of members of the Radio Executives Club of New York to succeed John Hymes, timebuyer of Lord & Thomas, New York, retiring president, at the May 20 meeting.

Executive vice-president for 1942-43 is Linnea Nelson, timebuyer of J. Walter Thompson Co., New York, and secretary is Bevo Middleton, Radio Sales, New York.

Besides the election results, the May 20 meeting featured a repeat performance of "What Burns Us Up", given at the REC Breakfast Session May 12 at the NAB convention in Cleveland, as recorded by NBC Radio-Recording Division. Also played was the recording made by Columbia Recording Corp. in New York featuring timebuyers unable to attend the convention. This week the club will hold its final session of the season, when the new officers will take over.

Out-of-town guests attending last week were C. P. MacGregor, Hollywood; Carlton Smith, WRC, Washington; Alex MacDonald, WGY, Schenectady; Clarke Brown, radio director, Lake-Spiro-Shurman, Memphis; Howard Dahl, WKBH, LaCrosse, Wis.; George L. Jaspert, WPAT, Paterson; Eugene J. Roth, KONO, San Antonio; Jim Hanrahan, WMPS, Memphis; Mortimer C. Watters, WCPO, Cincinnati; Edward Codel, Atlantic Coast Net.

AFM SIGNS SEVEN NEW YORK STATIONS

LOCAL 802 of the American Federation of Musicians has concluded negotiations with seven New York stations for renewal contracts covering staff musicians. Renewals, retroactive to April 1, 1942, and for two-year periods, have been signed with WNEW, WHN, WMCA, WQXR, WEVD and WBNX, while a one-year renewal has been negotiated with WBYN, Brooklyn.

The local's pact with WHOM, Jersey City, does not expire until March 31, 1943, and further details remain to be worked out on contracts with WINS, New York, and WLIB, Brooklyn, now in organization. No negotiations have been started as yet with WWRL, New York, and a new agreement must be worked out with WOV, New York, the present agreemnt having been frozen pending FCC action on the proposed change in management.

Most extensive increase was secured at WHN. The staff band has been increased from 10 to 15 men, and salaries raised a total of $20 per man on terms of $10 this year and $10 next. WNEW and WMCA pacts were the same as before, while at WEVD the salary was raised $5. WQXR received the same with a $5 increase next year. WBNX adds $2.50 per man this year and a similar sum next year.

PETITIONS for leave to dismiss their rival applications for 5,000 watts day and 1,000 night on 630 kc. were granted last week by the FCC to WLOL, Minneapolis, and WMIN, St. Paul.

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City

FOR OFFENSE · FOR DEFENSE
BUY U. S. BONDS TODAY

WCAR
Influencing Sales
FAR Beyond Pontiac
In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.
GET THE FACTS FROM WCAR
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

Penny Hits Target!
Your budget scores a bull's-eye over WCBM! We concentrate on Baltimore—all of it—because that's where business is concentrated. Best coverage per capita per penny! Rates that welcome comparison.
WCBM
The Blue Network
BALTIMORE, MARYLAND
Nat'l Rep.—Foreman Co. N.Y. & Chi.

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND · DAVENPORT · MOLINE

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MAY 16 TO MAY 22 INCLUSIVE

Decisions . . .

MAY 19

KDB, Santa Barbara, Cal.—Granted consent to assignment of license from Santa Barbara Broadcasters Ltd. to Don Lee Broadcasting System.

WBNY, Buffalo—Granted modification of license to change hours to unlimited time.

WFIG, Sumter, S. C.—Granted consent to voluntary assignment of license from Samuel J. Brody to Radio Station WFIG Inc.

KFEQ, St. Joseph, Mo.—Granted consent to acquisition of control of KFEQ Inc. thru sale of five shares of common stock to Barton Pitts from News Broadcasting Co.

KRLD, Dallas—Granted CP to make changes in directional antenna for nighttime use.

WFAS, White Plains, N. Y.—Denied petitions requesting order of 10-28-41 be set aside.

NEW, Federation Publications Inc., Battle Creek, Grand Rapids, Lansing, Mich.—Granted motion to dismiss applications for new FM stations.

NEW, The Radio Voice of New Hampshire Inc., Manchester—Granted petition to withdraw application for new FM station.

NEW, Broadcasters Inc., San Jose, Cal.; NEW, San Jose Broadcasting Co., San Jose; NEW, Luther E. Gibson, Vallejo, Cal.—Granted petitions to dismiss applications for new stations, originally set for joint hearing.

MAY 21

WLOL, Minneapolis—Granted petition for leave to dismiss application for CP 630 kc., 5 kw. D and 1 kw. N.

WMIN, St. Paul—Granted petition for leave to dismiss application for CP to operate same as preceding

LICENSE RENEWALS GRANTED: **KOL WJAS WKNE WKST WNAC WNEL WORC WRR KLS KVOR WDOD WXYZ** (to 10-1-42); **KFSG KROW WICA WTAW KFWB** (to 8-1-44); **KDAL** (to 6 1-43); **KVRS** (to 8-1-43); **WBKY** (to 5-1-43).

MAY 20

WSAM, Saginaw, Mich.—Proposed to grant to 1400 kc. and increase to 250 w., unlimited time.

KRNO, Dodge City, Kan.—Granted petition to cancel May 20 oral argument.

NEW, The Walmac Co., Alice, Tex.—Granted request for dismissal of application for new station.

NEW, WKAL Inc., Kalamazoo, Mich.—Granted continuance of hearing to 6-29-42.

NEW, South Florida Broadcasting Inc., Miami—Granted continuance of hearing to 6-24-42.

W65H, Hartford—Granted petition to withdraw application.

Applications . . .

MAY 16

WBYN, Brooklyn—Modification of license to move studio to New York.

WNAC, Boston—Modification of CP requesting changes in directional antenna.

MAY 19

WHIP, Hammond, Ind.—Transfer of control thru sale of 200 shares (10%) of stock by George F. Courrier to John W. Clarke.

WEBR, Buffalo—Transfer of control thru sale of 1400 shares preferred and 100 shares of common stock (100%) by Edward H. Butler, individual, Marjorie Mitchell Baird, individual & Edw. H. Butler, individual and as trustee under the last will & testament of Edw. H. Butler, deceased, d/b as Buffalo Evening News to Buffalo Courier-Express Inc. (75%) and Paul E. Fitzpatrick (25%).

MAY 21

WMAZ, Macon, Ga.—Modification of CP as modified for extension of completion date to 10-6-42.

KFEQ, St. Joseph, Mo.—Modification of CP as modified for extension of completion date to 7-30-42.

WISH, Indianapolis—CP to increase to 5 kw. D and N and make directional antenna changes for N use only.

RADIO TALENT signed for the cast of "Hi Neighbor", a Republic picture, are: Roy Acuff of *Grand Old Opry* on WSM, Nashville; Lulu Belle and Scotty (Myrtle and Scott Wiseman) of the *National Barn Dance* on WLS, Chicago; Don Wilson, announcer, and Vera Vague, radio actress.

WOMEN are even taking over transmitter operations, and Anna Marie Stettler, of WSTV, Steubenville, O., offers proof. Getting her first class operator's license April 9, Ann, with a restricted permit, formerly operated radio facilities of the Sheriff's office, Jefferson County, O.

Late Personals

JOHN C. YOUNG, advertising manager of Gruen Watch Co., Cincinnati, extensive radio user, has joined the armed forces. Advertising for the company, as placed through McCann-Erickson, New York, will be supervised by Benjamin S. Katz, president of Gruen, until a successor has been named.

HARLAN B. OAKES, of the Chicago sales staff of Howard Wilson Co., station representatives, has been commissioned second lieutenant in the Army Air Force. He will be replaced in the Chicago office by Mr. Wilson's son, who has been sales manager of WOSH, Oshkosh, Wis., and previous to that in charge of the Kansas City office of the company.

MURRY BROPHY, former CBS artist Bureau representative on the West Coast, now associated with the Office of the Coordinator of Information (Donovan Committee) in a technical capacity, has gone to Honolulu on a special mission.

TELFORD TAYLOR, FCC general counsel, and Mrs. Taylor are parents of a daughter, their second child, born May 16.

HERBERT A. CARLBORGI, for nine years in the sales department of CBS in Detroit, has joined the radio sales division of the network's New York office. Carlborgi served as account executive in the Philadelphia and Detroit branches of N. W. Ayer & Son for four years and was with the sales department of Procter & Gamble Co., Cincinnati, for three years.

GEORGE GUNN, formerly of WMAL, Washington, has joined the BLUE announcing staff in New York, and has been assigned to Blue Barron's *Show of Yesterday & Today*. Gunn's appointment is in line with the network's policy to give first opportunities to fill staff vacancies, to announcers of affiliated stations.

FRANK J. REED Jr., assistant sales traffic manager of NBC, on May 25 leaves the network to go on active duty as a first lieutenant in the Ordnance Corps.

WALTER GORMAN, formerly producer with Compton Adv., New York, has joined the radio production department of Young & Rubicam, New York.

Col. Oliver S. Ferson

COL. OLIVER S. FERSON, 50, director of war organization and movement on the staff of Lt. Gen. Henry H. Arnold, chief of the Army Air Force, and executive officer of the radio section of the American Expeditionary Force in France during World War I, died suddenly May 17 of a heart attack while attending a meeting of officers in Washington. An expert in radiotelegraphy, Col. Ferson joined the Army as an enlisted man in 1910 and became a radio engineer. He served with the aviation section of the Army Signal Corps as a sergeant when this country entered the first World War. Later he was commissioned and sent overseas.

Dr. Rudolph Hellmund, Of Westinghouse, Dies

DR. RUDOLPH EMIL HELLMUND, 63, chief engineer of Westinghouse Electric & Mfg. Co. and one of America's outstanding electrical engineers, died May 16 at Memorial Hospital, New York, where he had been a patient two weeks.

Dr. Hellmund had been associated with Westinghouse since 1907 and held more than 250 U. S. and foreign patents on electrical devices which he invented. Born in Germany, he came to America in 1903 and became assistant to William Stanley at Great Barrington, Mass., two years later going to Western Electric as designing engineer and subsequently joining Westinghouse. Dr. Hellmund was appointed chief engineer in 1933. He was a fellow of the American Institute of Electrical Engineers, a member of its board of directors and chairman of its standards committee, a member of the Pittsburgh Athletic Assn., the Knights Templar and a Shriner.

Network Accounts

All time Eastern Wartime unless indicated

New Business

WARTIME PRICES & TRADE BOARD, Ottawa (price ceilings) on May 18 started *A Soldier's Wife* on 43 English and 9 French Canadian Broadcasting Corp. stations, Mon. thru Fri. 10:30-10:45 a.m., with repeat to western Canada 1-1:15 p.m. Agency for English program: MacLaren Adv. Co., Toronto; for French program: Canadian Adv. Agency, Montreal.

PILLSBURY FLOUR MILLS Co., Minneapolis (flour, cereals), on June 8 will start *Clara Lu & Em* on 14 CBS stations Mon., Wed., Fri., 11-11:15 a.m. Agency: McCann-Erickson, Chicago.

SPERRY FLOUR Co., San Francisco, on June 1 starts for 52 weeks *Sam Hayes, News*, five times weekly on 7 CBS coast stations, Mon. thru Fri., 1:15-1:30 p.m. (PWT). Agency: Westco Adv. Agency, San Francisco.

PHOTO-DEVELOPING Inc., Los Angeles (film developing), on May 6 started five-minute participations thrice-weekly in *Breakfast at Sardi's* on 12 BLUE Pacific Coast stations, Mo., Wed., and Fri., 9:40-9:45 a.m. Agency: Mayers Co., Los Angeles

Renewal Accounts

U. S. TOBACCO Co., New York, (Dill's Best and Model Smoking Tobacco) on May 25 renews *Gay Nineties Revue* on 63 CBS stations, Mon., 8:30-8:55 p.m. (rebroadcast 11:30 p.m.). Agency: Arthur Kudner, N. Y.

in the CONTROL ROOM

FRANK FIGGINS, NBC Hollywood engineering maintenance supervisor, has joined the Army Signal Corps as captain. John F. Morris, engineer, has taken over his former duties. Mortimer F. Smith, network engineer, also resigned to join the Army and has been assigned to special development work.

R. P. ALMY has been promoted to manager of renewal radio tube sales, Hygrade Sylvania Corp., New York. Concurrently A. R. Oliver became field sale manager of the renewal tube sales division.

EDWARD LEECH, formerly of WRRF, Washington, N. C., has joined the engineering staff of WPTF, Raleigh.

JOHN TIMBERLAKE, new to radio, has joined the engineering staff of WAJR, Morgantown, W. Va.

DOROTHY JANE CAUGHNEY, secretary to A. O. Coggeshall, program manager of WGY, Schenectady, on June 1 is to be married to Joseph Bailey, General Electric industrial engineer.

BILL KUMPFER, studio engineer of KOA, Denver, is to leave the station for a civil service post at Bellmar, N. J., where he will do research work.

GARVIS DOYLE GILBERT, formerly of KPAC, Port Arthur, Tex., and Alfred L. Stout, former ham operator, have joined the transmitter staf of KFDM, Beaumont.

MASON COPPINGER, studio operator of WIBW, Topeka, has received his second class telephone license which qualifies him to work at the station transmitter in addition to his other duties.

WILLIAM L. PARKER, formerly a radio repairman, has joined WHO, Des Moines, as a studio engineer.

W. D. MOYER and J. R. DeGruzzio have joined NBC Hollywood engineering staff as summer relief.

LLOYD JONES, KFI-KECA, Los Angeles technician, has been granted leave to do Government communications research at Massachusetts Institute of Technology.

PHILIP K. BALDWIN, chief engineer at WEEI, Boston, is now a captain in the Army Air Force, stationed in Boston with the First Interceptor Command.

BOB SNIDER, engineer, has joined WOWO-WGL, Fort Wayne, Ind.

ED R. STENZEL, radio engineer in Philadelphia for 20 years, has returned to the staff of KYW, Philadelphia. He was formerly stationed at the KYW transmitter but moved to WDAS in 1937.

A. WILSON SIGAFOOS, studio engineer of WIP, Philadelphia, has received a lieutenant's commission in the Navy.

RAY BAIRD, formerly of WJW, Akron, has been named chief engineer of WCED, DuBois, Pa., taking over the duties of Jerry Flyr. Dana Bode, also from WJW, has joined the WCED staff as assistant engineer.

FRANK GRICHER, new to radio, has joined the engineering staff of KCKN, Kansas City.

Network Changes

SIGNAL OIL Co., Los Angeles (gas and oil) on May 24 shifted Upton Close, commentator, on 6 NBC stations, from Sun. 1-1:15 p.m. to 3:15-3:30 p.m. Agency: Barton A. Stebbins, Los Angeles.

LEVER BROS., Ltd., Toronto (Lux soap), on May 30 discontinues *Dr. Susan* on 33 Canadian Broadcasting Corp. stations, Mon. thru Fri., 11:30-11:45 a.m. Agency: J. Walter Thompson Co., Toronto.

Leon Cieciuch Killed; WHOM Polish Director

LEON CIECIUCH, director of the Polish department of WHOM, Jersey City, and a 15-year radio veteran as a Polish announcer, on May 20 was killed instantly in an automobile accident near the Newark Airport in a head-on collision with a truck. A leader in Polish-American circles in New York for many years, Mr. Cieciuch was a personal friend of the late Ignace Paderewski.

A concert singer at one time, Mr. Cieciuch was heard at one time on operatic programs on NBC, and also conducted Polish programs on WAAT, Jersey City, before joining WHOM two and a half years ago. In his tribute May 20, Joseph Lang, general manager of WHOM, cancelled all commercially sponsored Polish broadcasts for a four-hour period, during which memorial music was played. The station also broadcast the funeral services held May 23 from St. Anthony's Church in Jersey City. A wife and three children survive.

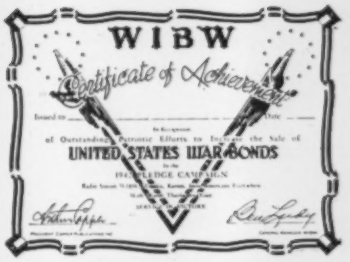
KEITH KIGGINS, vice-president in charge of stations of BLUE, left New York last week for a six-week tour of the network's West Coast stations.

Join Shortwave List

PRUDENTIAL INSURANCE Co., Newark, will add *The Family Hour*, Sunday program on CBS, and General Motors Corp., Detroit (institutional) will add *Cheers from The Camps*, starting on CBS June 9, to the list of CBS commercial programs shortwaved to American troops abroad. Starting May 29, *The Family Hour* will be rebroadcast overseas Friday, 6:45-7:30 a.m. and *Cheers From the Camps* will be heard abroad beginning June 13, Saturday, 7-8 a.m. Benton & Bowles, New York is the agency for Prudential and Campbell-Ewald Co., New York, handles the General Motors account.

RWG Chicago Deals

NEGOTIATIONS have been opened between the Chicago council of the Radio Writers Guild of the Authors League of America, and representatives of NBC, CBS and BLUE Chicago, on behalf of news writers of WBBM WENR and WMAQ. Tentative scales for pay and vacations have been presented by the writers through Fred Kress, president of the Guild in Chicago, and U. R. Savage, attorney. Representing WBBM in the first meeting May 18 were J. L. Van Volkenberg, assistant to the vice-president, and John Moser, legal representatives.



WIBW
Certificate of Achievement
Issued to ______ Date ______
In Recognition
of Outstanding Patriotic Efforts to Increase the Sale of
UNITED STATES WAR BONDS
in the
1942 PLEDGE CAMPAIGN

TO INCREASE war bond sales WIBW, Topeka, Kans., is giving this certificate to every Kansas worker who signs up one or more individuals in the war bond drive. Designed by Art Holbrook, WIBW commentator and member of the Kansas Defense Savings Committee, certificate carries the signatures of Sen. Arthur Capper, Capper Publications Inc., and Ben Ludy, general manager of WIBW.

Coffee Bureau Places Drive in Five Markets

ICED COFFEE will be promoted by Pan-American Coffee Bureau, New York, on a national basis, in an eight-week campaign starting in five markets June 15. Spot announcements will be used. Details are not yet available as to the nature of the spots or as to whether the spots will be live or transcribed. Agency is Buchanan & Co., N. Y.

Markets and stations to be used are: New York—WHN WMCA WNEW WQXR; Jersey City—WAAT; Chicago—WCFL WJJD WIND; Boston—WHDH WORL WMEX; Detroit—CKLW WJBK; Los Angeles—KFWB KMPC KMTR.

In addition to this institutional campaign, the Bureau is offering other special transcribed announcements to local coffee roasters to advertise individual brands throughout the country; except in the five cities mentioned above.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Texas Independent Station—Desires competent announcer. Tell all. Box 502, BROADCASTING.

Situations Wanted

Cultured woman — Employed now Radio Station. Lovely mellow radio voice. Done broadcasting foreign lands. Capable writing effective copy. Willing assist getting contracts. References. Box 508, BROADCASTING.

Production Man — Diversified experience on small station. Top-flight continuity writer. Reliable. Cooperative. College. Married. Box 504, BROADCASTING.

Experienced announcer — Good voice, appearance; writes, sings; prefers Manhattan-Philadelphia area. Box 503, BROADCASTING.

Program-production director-newscaster — 16 years experience wants to make change. Job must be permanent. Box 500, BROADCASTING.

Money secondary to draft-exempt young announcer—Limited experience, go anywhere. Box 510, BROADCASTING.

ANNOUNCER — Can handle all shows; continuity, news. Deferred. Go anywhere. College degree. Box 509, BROADCASTING.

COMMERCIAL MANAGER — Excellent record of personal sales and programming. Married, draft exempt. Splendid references. Presently employed. Will go anywhere as salesman or Commercial Manager. Box 497, BROADCASTING.

Manager radio department — Nationally known midwest agency. Would like sales position with prominent station to handle national advertising accounts. Box 498, BROADCASTING.

Girl, 23, A.B.—Two years radio writing, office, microphone work. Now training for operator's license. Announcing preferred, anywhere. Now employed. Box 507, BROADCASTING.

Situations Wanted (Cont'd)

ANNOUNCER, WRITER, SPORTSCASTER—New York University radio major, 19. Transcription on request. Box 505, BROADCASTING.

GENERAL MANAGER—Commercial Manager combination, Local or Regional. Ten years in radio. Married, Family. Excellent References. Box 512, BROADCASTING.

Sales Manager — Join station rewarding outstanding achievements with reasonable remuneration. Unbeatable record includes promotion, production, announcing. Married Box 511, BROADCASTING.

Wanted to Buy

GENERAL RADIO EQUIPMENT — 516-C Radio Frequency Bridge, 648-A Modulated Oscillator, and accessories. Give serial numbers, condition and cost. A. Earl Cullum, Jr., Consulting Engineer, Dallas, Texas

Two 200-to-300 foot vertical radiators — Write immediately giving best price and description. Box 506, BROADCASTING.

For Sale

1 KW Broadcast Transmitter — Western Electric 106-B, including tubes, etc. Good condition. Reasonably priced. Box 501, BROADCASTING.

Will Trade—9-A Western Electric Reproducer Kit in good condition for RCA Universal Pickup Kit. WLVA, Lynchburg, Va.

Collins 5,000 Watt Transmitter — Used since February this year. Station increasing power. King, KPAS, Pasadena.

Stock in W. Va. Station — Must have $5,000.00 cash and managerial experience. For particulars write Box 499, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office:
7134 Main St.
Kansas City, Mo.
Crossroads of
the World
Hollywood, Cal.

Frequency Measuring
Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

BROADCASTING
for
RESULTS!

Net Sponsors Planning Active Summer

Many Top Programs to Stay; Others List Substitutes

ALTHOUGH advertisers and their agencies in several cases last week were still in the throes of deciding whether to continue current network shows through the summer, replace them with lighter summer fare or take them off the air entirely because of the war situation, the disposition of the majority of programs on NBC, CBS, the BLUE and Mutual had been decided.

Many to Stay

Most of the popular variety shows on NBC are remaining on the air for the summer months, while the few that are vacationing will have their spots filled by other sponsored or sustaining programs until they return in the fall.

Among the broadcasts definitely set to continue are American Tobacco Co.'s *Information Please*, and Kay Kyser's *College of Musical Knowledge;* Sealtest *Rudy Vallee* program; *Bell Telephone Hour;* Firestone Tire & Rubber Co.'s *Voice of Firestone; Cities Service Concert;* Liggett & Myers Tobacco Co.'s *Fred Waring Pleasure Time;* General Electric's *Hour of Charm;* Philip Morris & Co.'s *Johnnie Presents;* the *Fitch Bandwagon;* Bristol-Myers' *Mr. District Attorney;* Emerson Drug Co.'s *Ellery Queen;* Procter & Gamble's *Abie's Irish Rose;* and Standard Brands *One Man's Family.*

Bristol-Myers is replacing Eddie Cantor with *Those We Love* June 24, Cantor to resume his *Time to Smile* show Sept. 30 on NBC. Similarly Pepsodent Co. will start *A Date With Judy* on June 16 in the Bob Hope time, Hope to return Sept. 22; Brown & Williamson Tobacco Co. replaces *Red Skelton* June 16 with *Tommy Dorsey's Orchestra*, and Bob Crosby will replace his brother Bing Crosby on the *Kraft Music Hall* for a 13-week period, probably in July.

Standard Brands has reached no decision as yet on the *Chase & Sanborn Hour* on NBC. It may leave the network June 28, or may continue through the summer for another Standard Brands product, handled by a different agency. *Maxwell House Coffee Time*, with Fanny Brice and Frank Morgan, goes on as usual on NBC, both stars taking separate short vacations.

Shifting products June 24, General Foods will change the name of the show to *Post Toasties Time*. Another NBC General Foods show *The Aldrich Family* is slated for a four-week vacation, probably from July 2 to Aug. 6, while the Jack Benny show goes off May 31, returning Oct. 4. Still unsettled last week was the report that the Assn. of American Railroads, Washington, might take over the Jack Benny period on NBC during Benny's vacation with an institutional program [BROADCASTING, May 18].

Fibber Uncertain

S. C. Johnson & Sons, Racine, had not reached a decision last week on whether the *Fibber McGee & Molly* program would take its usual nine-week vacation from NBC, and other shows on the indefinite list were *Truth or Consequences*, sponsored by Procter & Gamble Co.; *Cavalcade of America*, by DuPont; *The Great Gildersleeve*, by Kraft Cheese Co., and R. J. Reynolds Tobacco Co.'s *Al Pearce & His Gang*, all on NBC.

On July 7, Lever Bros. Co., Cambridge (Swan soap), will replace *Burns & Allen* on NBC with *Tommy Riggs & Betty Lou* for the summer months.

Of the variety, quiz type, and dramatic shows on CBS, the following are definitely set to continue this summer: Bowey's Inc., *Stars Over Hollywood;* Celanese Corp. of America, *Great Moments in Music;* American Tobacco Co., *Your Hit Parade;* Chrysler Corp., *Major Bowes' Amateurs;* Coca Cola Co., *The Pause That Refreshes on the Air;* Emerson Drug Co., *Vox Pop;* Eversharp Inc., *Take It Or Leave It;* Ironized Yeast Co., *Are You a Missing Heir?;* Philip Morris & Co., *The Philip Morris Playhouse* and *The Crime Doctor;* Prudential Insurance Co. of America, *Prudential Family Hour*, and U. S. Tobacco Co., *Gay Nineties Revue.*

'Theatre' Off Eight Weeks

Lever Bros. Co. will take the *Lux Radio Theatre* off CBS for an eight-week hiatus during July and August, and The Texas Co., on July 5 will replace the *Fred Allen* show with a musical program starring Al Goodman's Orchestra while Allen takes his usual vacation. General Foods Corp. will set no replacement for the *Kate Smith Hour*, heard Fridays on CBS, while Kate Smith takes an 11 weeks vacation starting July 3.

Still undecided for the summer is the status of the *Big Town* program, which Lever Bros. may take off in July for rest. No decision had been made last week on *The Bob Hawk Quiz* which R. J. Reynolds Tobacco Co. sponsors on CBS for Camel cigarettes. Campbell Soup Co. is giving the *Bob Burns* show on CBS a 13-week vacation, effective June 9.

In June, CBS will gain a new sponsor when Pillsbury Flour Mills Co., Minneapolis, brings back to the air on June 8 the thrice-weekly *Clara, Lu 'n' Em*, popular some years ago. Details as to number of stations are not set, but the series will probably be 11 a.m. (CWT). Agency is McCann-Erickson, Chicago. General Motors Corp., Detroit, starts its institutional program *Cheers From the Camps* June 2 on CBS, and on June 5 Welch Grape Juice moves *Dear John* to CBS from the BLUE, Fridays, 7:15-7:30 p.m.

Cancelling *The World Today*, five-times weekly news roundup show on CBS, United Fruit Co., New York, is forced to give up the program June 26 because of the difficulty in transporting bananas from Central America to this country under war conditions.

Blue Lineup

Only two BLUE programs were indefinite on summer plans last week, Standard Brands undetermined about *I Love a Mystery* going off June 29, and the Wheeling Steel Corp. planning to discontinue the *Wheeling Steelmakers* early in June for the summer. P. Ballantine & Sons on June 2 will discontinue *Three Ring Time* on the BLUE and the following advertisers are not renewing their BLUE contracts upon their June expiration dates: Pillsbury Flour Mills, *The Musi Millwheel*, June 7; Ralston Purin Co., *Elsa Maxwell's Party Lin* June 26; Time Inc., *March of Tim* June 5; Trimount Clothing Co *Dorothy Thompson*, June 11, an J. B. Williams Co., *True or Fals* June 29.

Among the programs staying o the BLUE all summer are: Bristol-Myers Co., *Songs by Dinah Shor* Cummer Products, *Manhattan a Midnight;* Health Aids, *Pearson & Allen;* Hecker Products, *Moyla Sisters;* Ironized Yeast Co., *Good-Will Hour;* Andrew Jergens Co *Walter Winchell* and *Parker Family;* Miles Labs., *Quiz Kids;* Ontario Travel Bureau, *Ontari Show*, and R. J. Reynolds Tobacc Co., *Cugat Rhumba Revenue.*

Reporting few changes in it programs for the summer except i time of broadcast, Mutual is carrying 14 hours of war-effort shows per week and will continue its entire group of sponsored news analyses during the warmer months. Newest of these is Arthur Va Horn reporting AP news five times weekly under sponsorship of Whitehall Pharmacal Co.

Pepperill Mfg. Co. continues weekly talks by Eleanor Early o women's place in the war effort and *Bulldog Drummond*, formerl on Mutual, has returned to the network for sponsorship by local advertisers. Tom Slater, MBS director of special events, continues his program *This Is Fort Dix* and has started a new quiz show for June and July, titled *The Better Half.*

Double or Nothing, sponsored o MBS by Pharmaco Inc. (Feenamint), has shifted to Fridays 9:30-10 p.m., from its Sunda evening spot, and the Conti Products program *Treasury Hour o Song* has also moved to Frida night, 10-10:30. The Standar Brands quiz program for Fleischmann Yeast, titled *What's M Name* rides through the summer as do boxing events.

SALLY SUE'S CAKE CLUB
WOOF
SID HIX

Drawn for BROADCASTING by Sid Hix

"Your Grocery Bill Was $259 Last Week, Miss Jones: Can't You Shift to Cup Cakes!"

Carleton D. Smit To Manage WR

APPOINTMENT of Carleton Smith, for eight years assista manager of WRC, NBC outlet Washington, to the position of ma ager of the st tion was a nounced la week by Willia S. Hedges, NB vice-president charge of st tions. Effecti May 25, M Smith succee Kenneth Berk ley, who has r signed to becon joint manager of WMAL a Washington representative of th BLUE network [BROADCASTIN May 18].

Mr. Smith

Mr. Smith for the past ni years has interrupted his executi duties at WRC from time to tim to announce Presidential broad casts.

"GOOD BUSINESS CITIZENS WILL CONTINUE TO ADVERTISE"

says CHARLES E. WILSON, President, THE GENERAL ELECTRIC COMPANY

"Advertising is a responsibility of business citizenship. Through advertising every business exercises the individual's right to freedom of expression. This right is a duty as well as a privilege. The individual enjoys his freedoms as a privilege. He upholds them as a duty. In time of war the duties of citizenship are not suspended. During the war good citizens will continue to attend their town meetings, will continue to vote, and by discussion assist in the formulation of public opinion. Good business citizens will continue to advertise."

★ To the great names in American business whose continued advertising is a flaming symbol of faith in America's future . . . whose fortitude in total war adds another shout of defiance to the enemies of free American enterprise and democracy . . . this space is dedicated by The Nation's Station.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION